35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 8, 1961

New federal, NAB leadership, philosophies make this convention The Big One 47

Will Kennedy call on radio-tv broadcasters for 'voluntary' censorship? 48

Tv's first-run film series, once abundant, becoming steadily scarcer 84

CBS-TV affiliates taste new bunch of carrots at network's pre-convention meet 92

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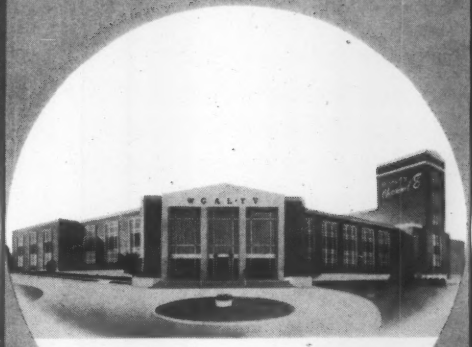
WGAL-TV
Established 1949

NATIONAL ASSOCIATION OF BROADCASTERS
SEAL OF GOOD PRACTICE
TELEVISION CODE

IN THE PUBLIC INTEREST



WGAL AM FM
Established 1922

SUBSCRIBER
NAB
Radio Code of Good Practices

STEINMAN STATION
Clair McCollough, Pres.

WGAL-TV
CHANNEL 8 · LANCASTER, PA. · NBC and CBS

KVTV, SIOUX CITY, IOWA, WAS ONE OF A VERY FEW TV STATIONS TO WIN A GEORGE WASHINGTON MEDAL FROM FREEDOMS FOUNDATION AT VALLEY FORGE. THIS MEDAL WAS AWARDED FOR KVTV'S LOCAL PRODUCTION, "THE AMERICAN WAY". THE PROGRAM DEALT WITH OUR NATIONAL PURPOSE AND METHODS TO COMBAT COMMUNISM. IT IS AN EXAMPLE OF KVTV'S CONTINUING LEADERSHIP IN PROGRAMMING AND PUBLIC SERVICE TO SIOUX CITY.

KVTV CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC PEOPLES BRODCASTING CORPORATION
KVTV, Sioux City, Iowa; WGAR, Cleveland, Ohio; WRFD, Columbus & Worthington, Ohio; WTTM, Trenton, N. J.; WMMN, Fairmont, W. Va.; WNAX, Yankton, So. Dakota

YOU WERE THERE

You sat with the nervous nominees . . . you experienced the emotions of the winners . . . you even escorted them to the "Oscar"

and

STUDIO UNIVERSAL

ZOOMAR

made the picture

"ABC brass had high praise for the 10 cameramen who worked the Oscarcast. For those vivid closeups, we're indebted to Jack Pegler and his Zoomar."

Jack Hellman, Daily Variety

Zoomar Lenses bring you Baseball and Football and most important Studio Productions • See Super Studio and Super Universal Lenses in equipment areas at NAB.

JACK PEGLER • BILL PEGLER

Television Zoomar Company • 500 Fifth Avenue, New York City • BRyant 9-5835

Hampson Gary
1934

*Anning S. Prall
1935-1937

Irvin Stewart
1934-1937

*Frank R. McNinch
1937-1939

*Eugene O. Sykes
1934-1939

Thad H. Brown
1934-1940

Frederick I. Thompson
1939-1941

George H. Payne
1934-1943

T. A. M. Craven
1937-1944 • 1956-

*James Lawrence Fly
1939-1944

Norman S. Case
1934-1945

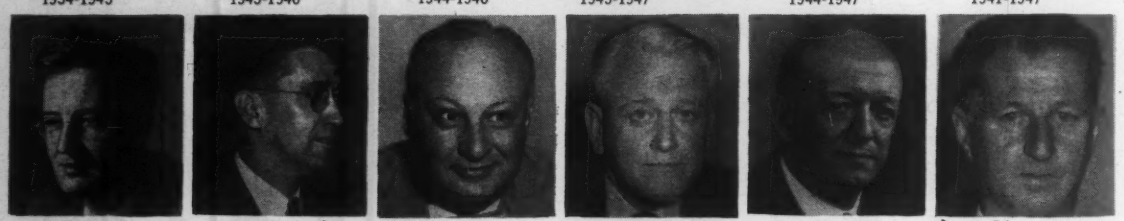
William H. Wills
1945-1946

*Paul A. Porter
1944-1946

*Charles R. Denny, Jr.
1945-1947

*Ewell K. Jett
1944-1947

Ray C. Wakefield
1941-1947



Clifford J. Durr
1941-1948

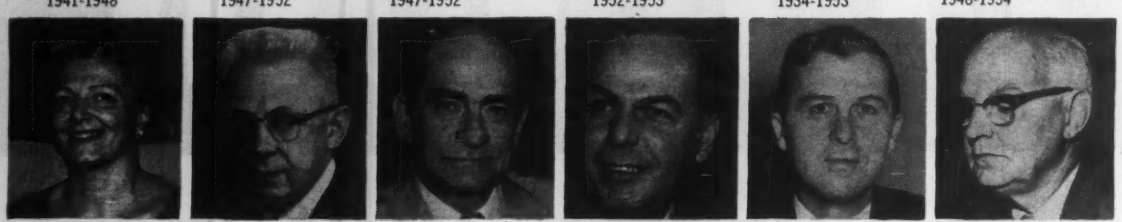
*Albert Wayne Coy
1947-1952

Robert Franklin Jones
1947-1952

Eugene H. Merrill
1952-1953

*Paul Atlee Walker
1934-1953

George Edward Sterling
1948-1954



Frieda Barkin Hennock
1948-1955

Edward Mount Webster
1947-1956

*George C. McConnaughey
1954-1957

Richard A. Mack
1955-1958

*John C. Doerfer
1953-1960

Charles Henry King
1960-1961

*Rosel Herschel Hyde
1946-

Robert Taylor Bartley
1952-

Robert Emmett Lee
1953-

*Frederick W. Ford
1957-

John Storrs Cross
1958-

*Newton N. Minow
1961-

Federal Communications Commissioners July 10, 1934 to May 8, 1961

*SERVED AS CHAIRMAN

WGAL-TV · Channel 8 · Lancaster, Pennsylvania

CLOSED CIRCUIT®

Minow's ultimatum

Unless he makes eleventh-hour switch, FCC Chairman Newton N. Minow will tell NAB convention tomorrow (Tuesday) that if broadcasters don't want to be regulated and mind their manners, they had better get out of broadcasting business. Thrust of his speech, he has confided to associates, will be that there's no law forcing people to get into or remain in broadcasting. Emphasis will be on government franchise and licensee responsibility.

Gamble successor

Search for new president of AAAA to succeed Frederic R. Gamble who retires April 30, 1962, proceeding with thoroughness to match quietness in which it's being conducted. Special committee finds it no simple matter to replace man who's run AAAA since 1929 and headed it since 1944. Committee headed by Robert M. Ganger, chairman of D'Arcy, worked for year, then solicited professional help of Booz, Allen & Hamilton, management consulting firm (which incidentally is well known in radio-tv, primarily through its work for NBC and parent RCA). Presumably committee and BA&H hope to name their pick in ample time to allow him ample indoctrination by Mr. Gamble, who meanwhile is working closely with them.

FCC eschews station break

In spite of public comments by FCC Chairman Minow expressing personal view that FCC would take cognizance of 40-second station-break on ABC-TV if triple-spotting resulted, there was no indication last week that FCC formally will do anything. While no statement was forthcoming, it was assumed that FCC discussed matter last after Chairman Minow received complaint from Young & Rubicam President George Gribbin (BROADCASTING, May 1).

40-second pay-off?

Widely differing estimates can be had on what cash effect 40-second station breaks would have on stations. Some agency sources estimate ABC's five o&o tv stations—ABC is only network yet committed to extend nighttime breaks from 30 seconds to 40—might realize additional $2 million per year. ABC sources talk say its closer to $500,000. And Wm. B. Lodge, vp for affiliate relations and engineering at CBS-TV (which opposes plan but says it'll go along if other networks do), told CBS-TV affiliates in closed session last week that if all networks adopted 40-second plan there just might be no real increase in spot business for any station—that what might happen is that existing spot business would simply migrate into the expanded peak-time periods.

Clear channel count

If vote were taken now, FCC would break down all of remaining 24 clear channels but with requirement that new operations be located so as to provide service to predominantly "white" areas and with requirements for protection through use of directional antennas. While FCC hasn't voted since Chairman Newton N. Minow took over last March, indications are that he does not look with favor on continuance of I-A clears.

Prior to Chairman Minow's induction, FCC was divided 3-3, with Mr. Minow's predecessor, Commissioner Charles H. King, undecided. In favor of duplication of one-half of 24 clears were Commissioners Hyde, Ford and Lee. Favoring full 24 channel breakdown but with safeguards on "white" areas and directionals were Commissioners Craven, Bartley and Cross. If Chairman Minow votes as indicated, full 24 channel breakdown will be decreed with lengthy litigation thereafter.

Does P&G tell Lever?

Procter & Gamble is discouraging its agencies from hiring people associated with competitive accounts at other (non-P&G) agencies. New directive notes that person who has been on competitive account would be considered unacceptable to handle any P&G work (this is interpreted to cover at least one-year period). Does Lever follow P&G lead? Possibly, for when checked last week, Lever spokesman said matter was of concern to Lever and its agencies and to no one else. P&G has promised to "explain and clarify" even further in near future.

Tax bites

Administration tax plan to limit tax deductible food and lodging expenditures to $30 per day brought violent repercussions in broadcasting field. Coming on eve of NAB convention, it was evident last weekend that broadcasters, station representatives, and even advertising agency executives in Washington, would buttonhole their Congressional delegations in vehement protest.

Proposed limitations, it's argued, are unrealistic and would lose more tax dollars than would be gained. Liquor, food and hotel industries, which are large tax sources would be first to suffer along with all modes of transportation. Advertising agencies and other sales groups dependent in large measure upon travel and entertainment selling would be severely affected. All this presumably will be told Senators and Congressmen this week in Washington.

Post-election inquiry

Last fall's political campaigns still are matter of interest to FCC, which has asked further questions from approximately 125 am stations which reported they carried no political broadcasts of any kind. Latest inquiry seeks all formal and informal contacts with candidates and their supporters, whether or not official request for time was made. No tv stations received letter because practically all of them carried political announcements, at least, during campaigns.

Liaison man needed

Federal Trade Commission, which is about to establish media surveillance group, wants to establish liaison with single key man in each branch of advertising and media. This, it hopes, would expedite coordination of investigative activities on suspect advertising campaigns. Works other way, too. Media men often call FTC for advice on questionable advertising, but under present policy agency staff is forbidden to express opinion.

No Paar counter

ABC-TV, it now develops, may not program to compete with *Jack Paar Show* on NBC-TV after all. ABC-TV previously had said in 1961-62 season it would enter late night programming (variety show or Warner Bros. hours previously seen on network). ABC-TV continues to plan to program its 15-minute segment of news, starting at 11 p.m., but temporarily has "withdrawn" additional time from sale. Reportedly it would re-open segment if it obtains one "major" advertiser.

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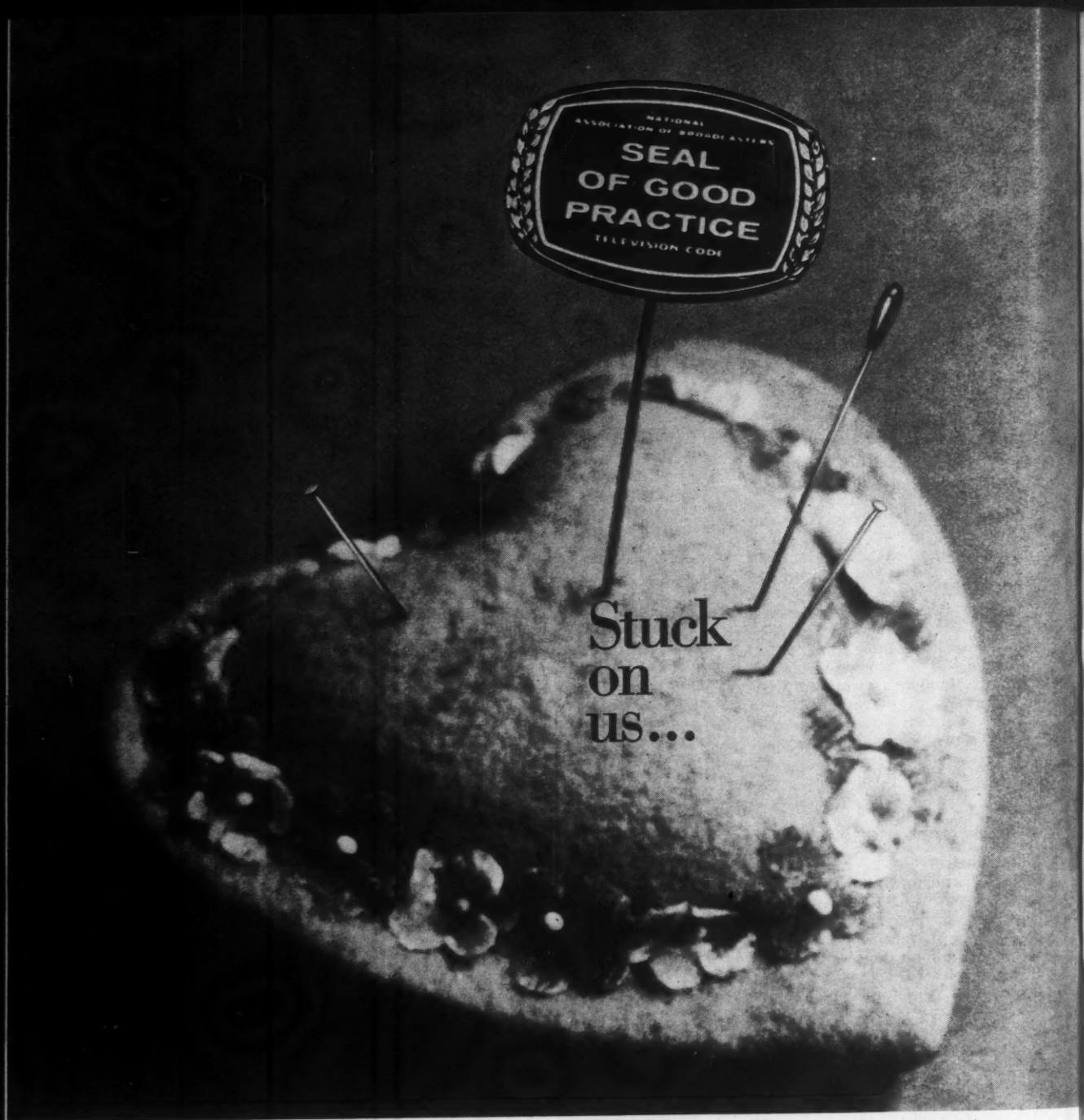
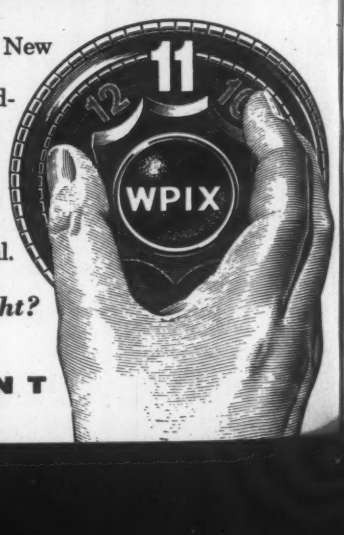


We don't believe in hiding honors under a bushel. Particularly this one. WPIX is the *only* New York independent TV station qualified to display the National Association of Broadcasters' *Seal of Good Practice*. It's far from being an empty honor – it has real and valuable meaning for *you*, our advertisers. It is an assurance of *specific* higher standards of programming and commercial practices. WPIX is the only independent *with* the Seal.

Where are your 60-second commercials tonight?



NEW YORK'S PRESTIGE INDEPENDENT

WEEK IN BRIEF

What's the New Frontier doing to broadcasters, and what's in store next? These two basic problems dominate NAB's Washington convention. President Kennedy, FCC Chairman Minow and Gov. Collins head the agenda. See . . .

CONVENTION LEAD STORY . . . 47
ON TAP IN WASHINGTON . . . 72
WHERE TO FIND IT . . . 74

And now peacetime censorship? President Kennedy's proposal for voluntary censoring by media applies directly to broadcasters, according to White House. Exclusive text of stand-by government censorship plan. See . . .

RADIO-TV CENSORSHIP NEXT . . . 48

A few years ago 29 first-run film properties were released for tv use in 12 months; last year only eight were released. That's the trend in the film business. An analysis of what's going on in movie marts. See . . .

FIRST-RUN HEYDAY PAST . . . 84

A package of goodies for affiliates is coming out of the CBS-TV basket. New York station meeting hears of new business practices, tv news recording service, reexamination of rates and new programs. See . . .

CBS WOOS AFFILIATES . . . 92

Programs must be improved, according to one of broadcasting's leading executives, CBS Chairman William S. Paley. He tells CBS-TV affiliates the alternatives will be loss of audience and federal intervention. See . . .

MUST: QUALITY PROGRAMS . . . 100

Agencies and advertisers are always hunting for time-selling trends in tv. Weed Television Corp., national representatives, makes a study of the subject. Report is making NAB convention rounds. See . . .

TRENDS IN TV PACKAGES . . . 56

Twenty years ago FCC took a probing look at network methods and came up with some key changes. Now it's going to probe network option time but there's a catch—the details await a federal court ruling. See . . .

OPTION TIME RULE-MAKING . . . 114

The amount of digestible information available to station managers in analyzing their depreciation programs, is disappointingly scant. But there's light on this topic in special survey covering over 100 stations. See . . .

RADIO-TV DEPRECIATION . . . 106

Radio's bright spots keep appearing in more places as the weeks pass. One trouble area, network radio, has its good and poor moments. ABC Radio affiliates get report showing progress made during past year. See . . .

ROSY ABC RADIO PICTURE . . . 76

The argument over ABC-TV's proposal to lengthen station breaks to 40 seconds, which went all the way up to the FCC, is continuing. Young & Rubicam restates its opposition to any lengthening of breaks. See . . .

MINOW IN 40-SECOND DISPUTE . . . 128

There's a bigger place for women in broadcasting and they're on their way to getting it, NAB President LeRoy Collins tells convention of American Women in Radio & Television. Montez Tjaden, KWTV, new president. See . . .

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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QUALITY TELEVISION BUILDS A NEW HOME IN RICH, RICH SOUTHERN NEW ENGLAND

HIGH ATOP A NEARBY SEVENTEEN STORY BUILDING, STEEL RIGGERS INSTALL A BEAM BENDER, AS BROADCAST HOUSE BELOW NEARS COMPLETION. THE BEAM BENDER WILL REDIRECT THE TELEVISION SIGNAL FROM THE WTIC-TV STUDIOS TO THE TRANSMITTER ON AVON MOUNTAIN, SEVEN MILES DISTANT.

WTIC-TV 3

HARTFORD, CONNECTICUT

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

CBS-TV affiliates vote to back option time

PALEY REPORTS COUP: EISENHOWER FILMING PROJECT

Embattled principle of network option time won new pledge of support from CBS-TV affiliates in resolution announced Friday as they ended their two-day annual conference (earlier stories page 92). By vote described as unanimous, affiliates called option time "basic and necessary" to successful tv network operation and promised to "continue to defend this principle" through CBS-TV Affiliates Assn.'s "delegated representatives" in forthcoming FCC proceedings.

In what CBS-TV authorities called major programming coup, William S. Paley, CBS board chairman, announced that four or five days of informal conversations with former President Eisenhower will be filmed later this month for subsequent presentation on *CBS Reports*. There was no immediate indication as to whether one or several programs would result. Mr. Paley said Gen. Eisenhower would discuss with CBS newsman Walter Cronkite "the presidential office and its effect on history during his eight years in the White House"; that whole "living document" would be valuable to future historians and that "parts . . . may be shared with our television audiences in the foreseeable future as a public service." Fred W. Friendly, executive producer of *CBS Reports*, will supervise production.

Mr. Paley called it "one of the most exciting and significant projects in CBS history." Other CBS authorities called it a coup, in that ABC's news vice president, James Hagerty, as White House news secretary in Mr. Eisenhower's administration, had been widely presumed to have inside track in lining up tv appearances by former President.

Mr. Paley, who announced Eisenhower project during Friday luncheon address (see page 100), received standing ovation and also was honored by resolution supporting his call for high program standards and commending him personally for his 34 years as "the most persuasive advocate, the most imaginative planner, and the most effective administrator of broadcast programming based upon a policy calling clearly for the highest standards of quality."

JFK on campaign costs

Federal government should bear part of high cost of political campaigning, President Kennedy said Friday. He expressed hope system could be devised for government to bear "major burdens" of cost of presidential campaign. He said he would strongly support any legislation to this end.

Kennedy issues order on federal ethics

President Kennedy Friday barred government officials from all outside employment or activities that would reflect on their official jobs.

In issuing executive order on ethics, President said no official shall engage in any activity or employment not compatible with full and proper discharge of his position.

Order applies to all heads and assistant heads of departments and agencies, full time members of boards and commissions appointed by President, and to White House staff.

Banning gifts, fees, compensation or expenses, Presidential order itemized circumstances where acceptance may result in or create appearance of:

Private gain, preferential treatment, impedance of efficiency or economy, lack of independence or impartiality, decision outside official channels, derogation of public's confidence in integrity of government.

Ban extends to accepting fees for writing, lecturing or consulting, but permits government officials to have expenses paid when such does not include entertainment, gifts, "excessive" personal living expenses or other personal benefits.

President said it's all right for government chiefs to participate in charitable, religious, educational, public service activities—and even politics where not prohibited by law.

Special directives for internal use should be drawn up by agencies concerned, President said.

IAAB delegates denounce Russian-Cuban affair

Strong resolution denouncing intervention of "extra-continental" nation in Cuba, subjecting island and rest of hemisphere to offensive, subversive action, was to come before Inter-American Assn. of Broadcasters over weekend at Washington meeting (see early story page 83).

Resolution draft said every state should take emergency steps to defend democratic form of government. IAAB members would be directed to contribute to efforts of their governments in defense of democracy.

Jose A. Mora, secretary general of Organization of American States, told IAAB radio and tv have major role in defending hemisphere freedom. Commissioner Rosel H. Hyde of FCC and Herbert E. Evans, Peoples Broadcasting Co., were speakers at opening session Friday.

Donald W. Coyle, president of ABC International Television Inc., said in address slated for Saturday delivery that western nations should be prepared to demand adequate frequencies when International Telecommunications Union meets in 1962. He said advertisers are ready to invest increased sums in foreign markets.

30 million watch man-in-space shot

Three major tv networks went all out covering man-into-space shot on Friday (May 5) programming total 14 special telecasts during day. NBC-TV went on air at 10:22 a.m. and CBS-TV and ABC-TV followed one minute later, with live pool coverage of launching and voice reports on recovery of astronaut and space capsule. Each network supplemented coverage with interjection of exclusive special material narrated by their own anchormen—Bill Shadel (ABC), Walter Cronkite (CBS) and Robert Abernethy (NBC). ABC carried broadcast until 11:33 a.m., CBS and NBC terminated at 11:30 a.m.

American Research Bureau estimated that some 30 million viewers watched space flight with peak audience between 11-11:15 with 31.4 million people tuned in.

Second special went on between 12:30-1:30 p.m. with all three networks carrying live telecast of news briefing on evaluations of flight.

CBS and NBC presented another special at 2-2:30 p.m. involving voice tape recordings of astronaut's reports back to Project Mercury control center while in flight.

First film coverage of recovery operation was scheduled by all networks for late Friday afternoon.

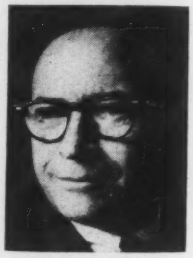
Evening programming included special broadcast by ABC-TV at 7:30-8 with science editor Jules Bargman recapitu-

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Dawson

W. Thomas Dawson, vp in charge of advertising and promotion for CBS Radio since January 1960, appointed to newly created post of vp, Information Services. He will be responsible for CBS Radio's activities in press information, promotion and advertising. From 1957 to 1960, Mr. Dawson was director of sales promotion and research for CBS-TV Spot Sales, and earlier had been with WBBM-TV Chicago.



Mr. Hirschberg

Sanford L. (Sandy) Hirschberg named president of New York office of W. B. Doner Co. Mr. Hirschberg has been executive vp of agency and its New York predecessor Doner & Peck Inc., since 1957. Formerly he was vp of Dowd, Redfield and Johnstone. Prior to that he was with Norman D. Waters agency and was also former vp of Hicks & Greist Inc. Mr. Hirschberg replaces **Sidney Garfield** who resigned.

Mr. Wylly

Richard D. Wylly, of Sullivan, Stauffer, Colwell & Bayles, N. Y., elected senior vp. Mr. Wylly, who joined agency in 1957 as vp and creative director, was previously with Benton & Bowles, that city, where he spent eight years as vp and copy supervisor. Before that he served Ted Bates & Co. for three years as copy executive, and Lord & Thomas (now Foote, Cone & Belding) for four years as copywriter.

For other personnel changes of the week see FATES & FORTUNES

lating events; *Freedom 7,* 30-minute summary presented by NBC-TV (8-8:30); and "Our Man in Space," on CBS-TV's "Eyewitness to History" (10:30-11).

BBC-TV utilized services of Sports Network Inc. and its subsidiary, National Video Tape Productions, to get tape coverage of event for same day showing in England. BBC producer in national video tape mobile unit at Idlewild Airport edited feed of pool telecast and sent tape to London by jet.

Senators to hear bill on agency procedures

Senate Judiciary Subcommittee on Administrative Practice & Procedure will hold hearings May 18-19 on bill (S 1734) designed to speed up procedures before FCC and other regulatory agencies.

Measure would extend authority of hearing examiners, making their decisions final unless reviewed by full commission on narrowly defined grounds.

Sen. John A. Carroll (D-Col.), chairman of administrative subcommittee, is sponsoring bill.

CBS-TV signs Kimberly-Clark

Kimberly-Clark Corp. (Kleenex and Delsey products), Neehah, Wis., ordered alternate-hour sponsorship of CBS-TV's *Defenders* series next season (Sat. 8:30-9:30 p.m. NYT). Agency: Foote, Cone & Belding Inc., Chicago.

Coty's $1 million to D-F-S

Coty Inc., which ended its four-year association with BBDO Inc., last month, has placed its more than $1 million in advertising billings with Dancer-Fitzgerald-Sample Inc. It's estimated that about 75% of these billings are in broadcasting media. Coty puts out line of cosmetics.

XTRA all-news format beamed at California

XTRA (formerly XEAK) Tijuana, Mexico, began operation Saturday (May 6) as all-news radio station, identifying itself as "X-TRA NEWS." Station broadcasts on clear channel 690 kc with 50 kw from transmitter in Lower California, with programming in English directed up California coast. XTRA is owned by Radio Difusora, represented by Texas Triangle, headed by Gordon McLendon (licensee of KABL San Francisco, KLIF Dallas, WYSL Buffalo, KILT Houston, WAKY Louisville, KTSA San Antonio, and KEEL Shreveport, La.).

Cy Ostrup has been named Texas Triangle vice president and general manager of new Los Angeles offices at 5455 Wilshire Blvd. Daren F. McGavren Co. will be national sales representative for XTRA.

NC&K gets C-P's $4 million

Colgate-Palmolive Inc. handed its approximately $4 million in Ajax brand billings (estimated $3 million in radio and tv) to Norman, Craig & Kummel. Account was previously with McCann-Erickson, which lost business because of reported product conflict (also see story, page 58). NC&K already handles several other Colgate brands including Veto deodorants, Cashmere Bouquet soap and two products in test markets.

College credits program scheduled by CBS-TV

CBS-TV will carry *The College of the Air,* college-credit program, next season with *Learning Resources Institute,* which had presented *Continental Classroom* for NBC-TV, as producer. *College* will be sent over lines 1:05-1:30 p.m. (NYT) weekdays, with stations permitted to telecast on delayed basis. First course will be on modern biology.

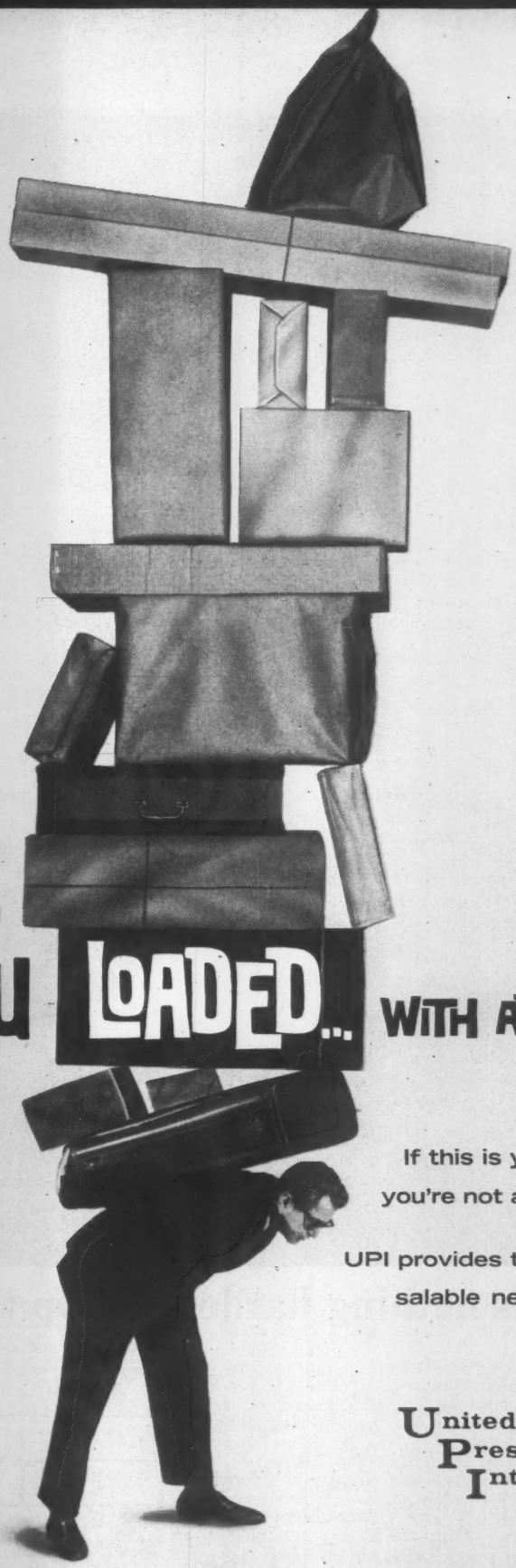
NBC-TV, meanwhile, has prepared its own college-credit show, using time slot (6-7 a.m. weekdays) now filled by *Classroom.* NBC-TV expects to get financing for half-hour course on government. Other 30 minutes would be earmarked for repeats of currently televised contemporary mathematics course (on *Classroom*).

Capital Cities buying WPAT?

Capital Cities Broadcasting Corp. was reported last Friday (May 5) to be close to agreement to buy WPAT Paterson, N. J., for price said to be in excess of $5 million. It was believed that Dickens J. Wright, president-general manager of WPAT, would obtain stock interest in new setup.

Brand Names re-elects Poor

John B. Poor, vice president, RKO General Inc., was re-elected treasurer of Brand Names Foundation. Elected to foundation's board were James T. Aubrey Jr., president, CBS-TV; Norman E. Cash, president, Television Bureau of Advertising, and Kevin B. Sweeney, president, Radio Advertising Bureau.

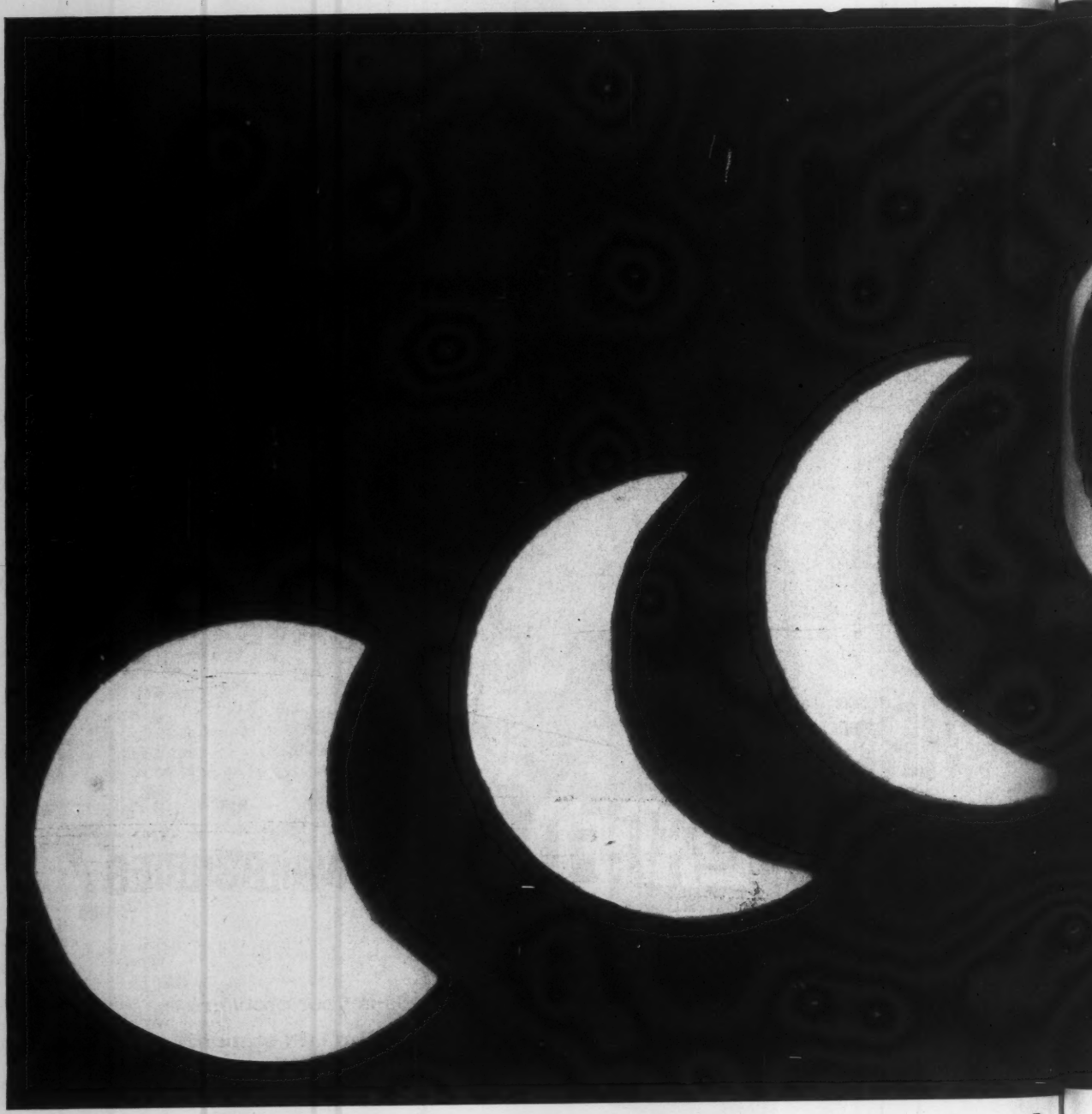


ARE YOU LOADED... WITH AVAILABILITIES?

If this is your problem,
you're not a UPI station.

UPI provides the complete,
salable news package.

United Press International (UPI)



there is nothing harder to stop than a trend

ABC-TV only network to show over-all audience gain this year*

Over-all audience gain or loss, 1961 over 1960*	
ABC-TV	+12%
NET Y	−3%
NET Z	−5%

*Source: Network home hours (Average Audience homes x commercial hours viewed). National Nielsen TV Reports, 1 January through 11 March, 1961 vs. similar period 1960. All sponsored hours, 6:30-11 P.M. Sun., 7:30-11 P.M. Mon. through Sat.

One network's loss, as the fellow said, is another's gain.

And, actually, our 12% jump this year gives us a neat 35% share of network viewing for the period.* An average of 9,099,000 homes per minute delivered for the advertiser.

The reason, of course, lies in such uptrending reasons as *The Untouchables, My Three Sons, The Real McCoys, 77 Sunset Strip, The Flintstones*, etc.

Why not uptrend with us?

ABC TELEVISION NETWORK

1260 FEET HIGH IN THE GEORGIA SKY!

another TALL one by

Stainless,

serving jointly:

CHANNEL 9

WTVM

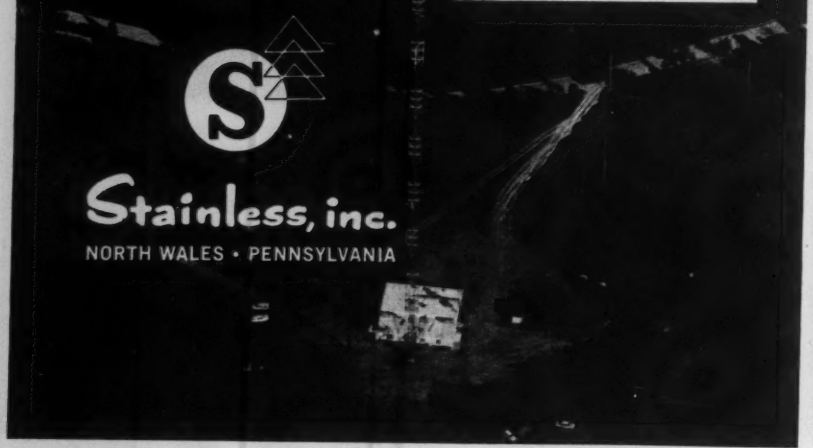
MARTIN THEATRES TV

WRBL-TV Channel 3

COLUMBUS BROADCASTING CO.

and—it can go still higher!

We've said it before: nothing beats increased tower height! **And wise broadcasters are now buying towers that can go still higher**—for just a fraction of the cost per foot of a new one. If you're planning a new tower of any kind, here's a suggestion: Let Stainless' experienced engineering staff spare you problems and headaches. It's that easy. Get in touch with Stainless today.



Stainless, inc.

NORTH WALES • PENNSYLVANIA

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

MAY

May 1-31—National Radio Month.

May 7-10—NAB annual convention. Sheraton Park and Shoreham Hotels, Washington.

May 7—Assn. of Maximum Service Telecasters, annual membership meeting. 9:30 a.m. Palladian Room, Shoreham Hotel, Washington, D. C. Board of directors will meet May 6, also in Washington.

•**May 7—ABC Radio Affiliates,** meeting. 10 a.m., Sheraton-Park Hotel, Washington, D.C.

•**May 7—NBC-TV Affiliates,** meeting. 12 noon, Sheraton-Park Hotel, Washington, D.C.

•**May 7—ABC-TV Affiliates,** meeting. 2 p.m., Sheraton-Park Hotel, Washington, D.C.

•**May 7—Clear Channel Broadcasting Service,** membership meeting. 4 p.m., Sheraton-Park Hotel, Washington, D.C.

•**May 7—Indiana Broadcasters Assn.,** dinner. 5 p.m., Sheraton-Park Hotel, Washington, D.C.

•**May 7—Community Broadcasters Assn.,** meeting. 4 p.m., Shoreham Hotel, Washington, D.C.

•**May 8—Daytime Broadcasting Assn.** 8:30 a.m., Shoreham Hotel, Washington, D. C.

May 7-12—Society of Motion Picture & Television Engineers, 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television." Speakers include John J. Fitzgibbens, president, Famous Players Canadian Corp. (operator of pay tv system in Toronto).

May 8-10—National Aerospace Electronics Conference, Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

May 9 — Broadcast Pioneers, 20th annual dinner 7:30 p.m., Cotillion Room, Sheraton Park Hotel, Washington, D. C.

May 10—Reply comments due in FCC program form rulemaking.

May 10—Deadline for return of final voting ballots in National Academy of Television Arts & Sciences annual Emmy awards competition.

May 11 — Assn. of National Advertisers Workshop on International Advertising, Hotel Plaza, New York City.

May 12 — Connecticut Broadcasters Assn., annual meeting. The Waverly Inn, Cheshire.

May 12—Iowa AP Radio-Tv Assn., Holiday Inn, Des Moines.

May 12—Deadline for entries in Industrial Design Award Competition of Aug. 22-25 WESCON. Entry forms available from WESCON Business Office, 1435 S. La Cienega Blvd., Los Angeles 35.

May 12 — Academy of Television Arts & Sciences, Phoenix chapter. Second annual Emmy awards banquet. Backstage Club and Sombrero Playhouse, Phoenix.

•**May 12—Radio-Television Women of Southern California,** annual awards banquet at Beverly Hills (Calif.) Hotel. Organization's "Genii" award will be given to Barbara Stanwyck.

•**May 12—Connecticut Broadcasting Assn.,** annual meeting. Keynote address: Don McGannon, president, Westinghouse Broadcasting Co. Waverly Inn, Cheshire.

May 12-13 — UPI Broadcasters of Illinois, spring meeting. Orrington Hotel, Evanston.

May 13 — New York are Emmy awards telecast, WNBC-TV, 10:30-11:15 p.m.

May 13—Illinois AP Radio-and-Television Assn. Northwestern U., Evanston.

May 13-14 — Illinois News Broadcasters, spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

CAPITAL TYPES #9

TOURIST

Hasn't missed a cherry blossom festival since the NRA. Gets lost often, but speaks the language like a native. Member of the species of money-bearing homo sapien, closely related to money-spending native types who listen to WTOP Radio, the station *important to people* in the Greater Washington area.

WTOP RADIO

Washington, D. C.

Represented by CBS Radio Spot Sales

Operated by

THE WASHINGTON POST BROADCAST DIVISION:

WTOP RADIO *Washington, D. C.*

WTOP-TV *Channel 9, Washington, D. C.*

WJXT *Channel 4, Jacksonville, Florida*

Jack and Kim at their brightest... together with Judy Holliday in 'Phffft!' Just one of the Columbia Post-48 box-office hits . . . now available for local television.

Join this growing list of stations that have already acquired over 200 outstanding Columbia films for their markets:

CBS O&O Stations
WCBS-TV New York
WCAU-TV Philadelphia
WBBM-TV Chicago
KMOX-TV St. Louis
KNXT Los Angeles

Meredith Stations
KCMO-TV Kansas City, Mo.
KPHO-TV Phoenix

Newhouse Stations
WSYR-TV Syracuse
WAPI-TV Birmingham

and others, including
WKBW-TV Buffalo
WTIC-TV Hartford
WTPA Harrisburg, Pa.
WOAI-TV San Antonio
WOOD-TV Grand Rapids
WHBF-TV Rock Island
WNEM-TV Bay City-Saginaw
WRBL-TV Columbus, Ga.

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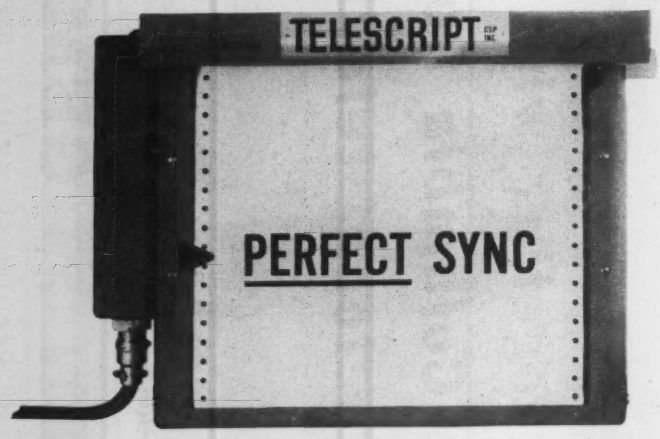
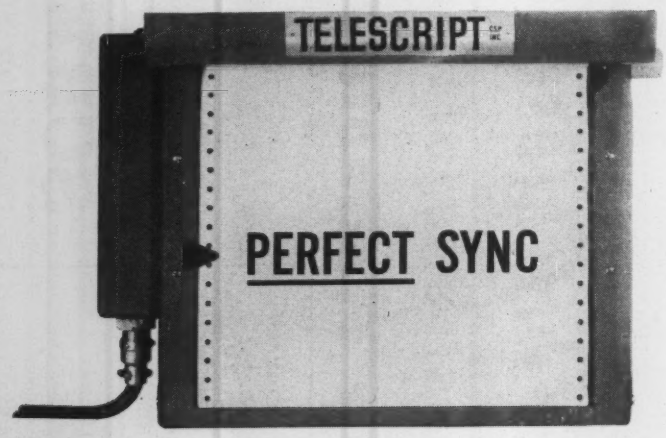
only TELESCRIPT has...





Telescript's synchronization uses the same principle as the film industry to sync film and sound perfectly. In studio operation, Telescript in remote locations stays in absolute continuous sync with the master unit.

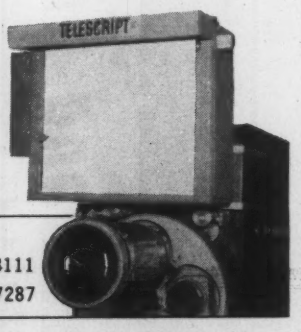
Add this exclusive feature to less initial cost, minimum maintenance, and no internal adjustment and it's no wonder why over 100 TV stations have had nothing but praise for their Telescript prompters.

ASK THE PEOPLE WHO USE ...

TELESCRIPT

CSP INC.

NEW YORK · LOS ANGELES



For further information write or call:

155 WEST 72nd STREET • NEW YORK 23, N. Y. • SU 7-8111

832 N. LA BREA AVENUE • LOS ANGELES, CALIF. • HO. 9-7287

May 15-27—The First International Festival of Television Arts & Sciences, Montreux, Switzerland. The festival is divided into three parts: (1) May 22-27—**Television Contest** (telecasts from all countries wishing to participate will be judged; (2) May 17-21—**Television Symposium** (technical papers and speakers), and (3) May 15-27—**Television Equipment Trade Fair** (display of latest equipment). Information available from: Festival committee, 8 Grand Rue, Montreux, Switzerland.

May 16—13th annual **Alfred P. Sloan Radio-Television Awards for Highway Safety.** Waldorf-Astoria, New York. Banquet 7 p.m.

May 16—**National Academy of Television Arts & Sciences,** 13th annual **Emmy** awards presentation. NBC-TV, 10-11:30 p.m. (EDT), originating from New York and Los Angeles.

May 17-19—**Kentucky Broadcasters Assn.,** spring meeting. Brown Hotel, Louisville.

May 18—**Minnesota Broadcasters Assn.,** annual business meeting. Dyckman Hotel, Minneapolis.

May 19—**Arizona Broadcasters Assn.,** spring meeting. Ramada Inn, Tucson.

*May 20—**California AP Tv & Radio Assn.,** annual meeting. Paso Robles Golf & Country Club, Paso Robles.

*May 20-24—**Assn. of Independent Metropolitan Stations,** spring meeting. Broadmoor Hotel, Colorado Springs, Colo.

May 22-24—**National Symposium on Global Communications,** Institute of Radio Engineers. Hotel Sherman, Chicago.

*May 23—**Los Angeles Advertising Women,** annual awards banquet, Beverly Hilton Hotel, Beverly Hills, Calif. "Lulu" awards will be presented to women producers of outstanding advertising during 1960.

May 24—**Broadcast Adv. Club of Chicago,** luncheon meeting. To be addressed by CBS Inc. President Frank Stanton. Grand Ballroom, Sheraton-Towers, Chicago.

May 25—**Chicago Unlimited** salute to AFTRA. Grand Ballroom, Sheraton Towers Hotel, Chicago.

*May 25-26—**Iowa Broadcasters Assn.,** annual convention. Speakers include FCC Commissioner Robert T. Bartley. Roosevelt Hotel, Cedar Rapids.

May 25-28—**Federation of Canadian Advertising & Sales Clubs,** 14th annual conference. Ottawa, Ont., Canada.

May 26-27—**Radio/Television News Directors of the Carolinas,** annual meeting. Francis Marion Hotel, Charleston, S. C.

*May 27-31—57th annual **Advertising Federation of America** convention. Speakers include: Paul Rand Dixon, chairman, FTC; Earl W. Kintner, former chairman, FTC; John P. Cunningham, chairman, Cunningham & Walsh; Gen. Alfred M. Greunther, president, American Red Cross; Emerson Foote, president, McCann-Erickson; Ed Zern, vice-president, Geyer, Morey, Madden & Ballard; Leslie Bruce, advertising director, Purex Corp., and Dr. Dexter M. Keezer, vice-president, McGraw-Hill Publishing Co. Sheraton-Park Hotel, Washington, D.C.

JUNE

June 1—Comments due in **FCC** rulemaking to revise program reporting forms in original, renewal and sale applications.

*June 1—Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

June 2—**Wyoming AP Broadcasters,** convention. Plains Hotel, Cheyenne.

June 2 — **UPI Broadcasters of Michigan,** spring meeting. Selfridge Air Force Base, Mt. Clemens.

June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Sanata Monica, Calif.

June 3 — **Florida AP Broadcasters Assn.** Daytona Beach.

June 3-4—**Oklahoma AP Broadcasters Assn.,** meeting. DeVille Motor Hotel, Oklahoma City.

June 5-16 — **International Communications Workshop,** sponsored by World Commission for Christian Broadcasting, American Jewish

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/TV IS FIRST IN S.F. WITH:
–most homes reached
–most "top 20" programs
ARB, March, 1961

· S.F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

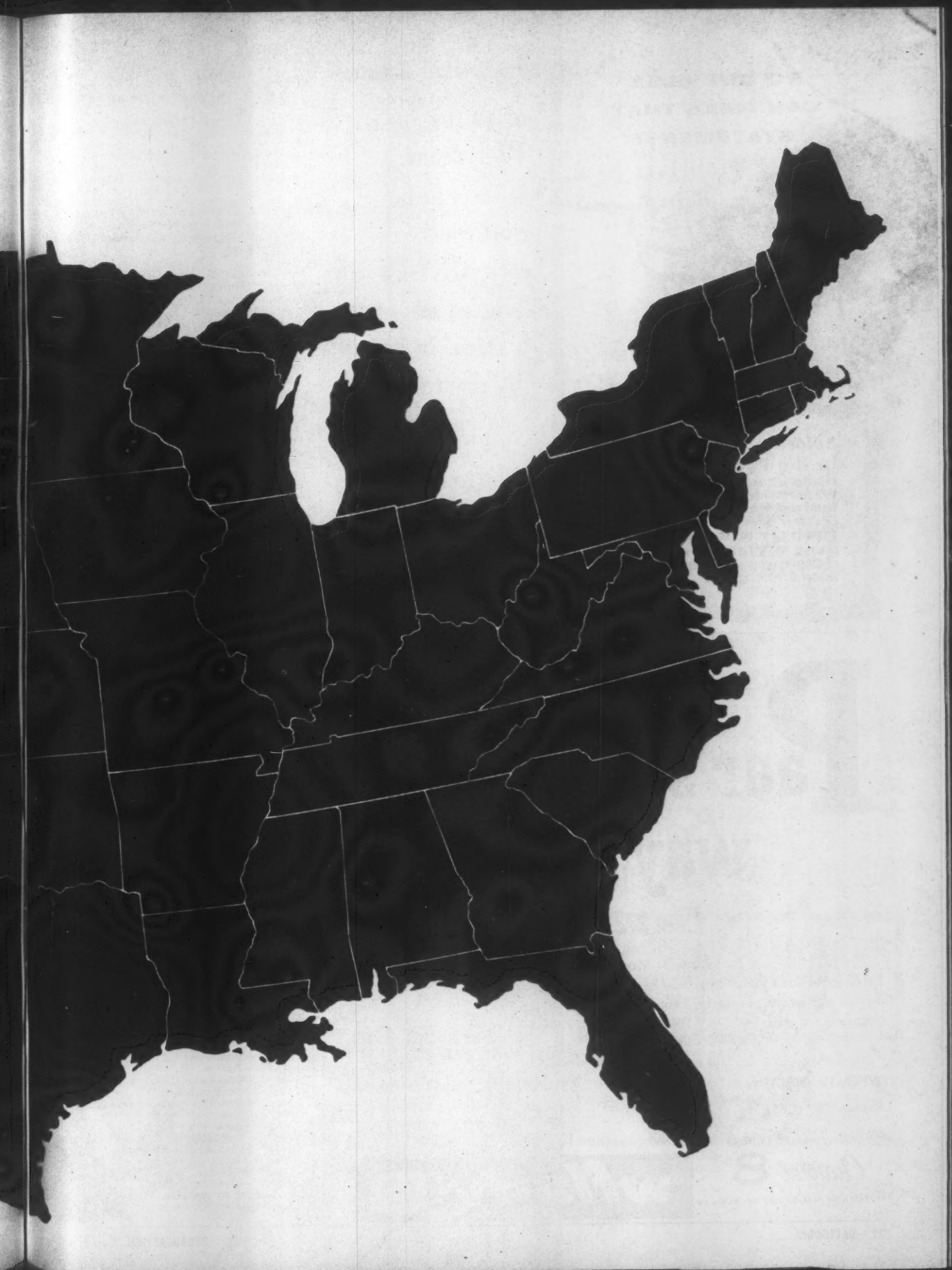
SEAL OF GOOD PRACTICE

THE GREAT DIVIDE

One of the major differences that separates one network from another is the size of their audiences. Week after week throughout the past season the average nighttime program on the CBS Television Network has delivered 3/4 million more families than on network Y and one million more families than on network Z.* (The latter is roughly equivalent to the television population of a broad strip of the United States running from the Canadian to the Mexican border.) For our advertisers these additional families represent a weekly bonus in purchasing power ranging from $92 million to $120 million.

CBS TELEVISION NETWORK

*Nationwide Nielsen season AA averages, Oct. 1960—Apr. 1961, 6-11 pm; av. weekly household expenditures: $117 (1959) U.S. Dept. of Commerce.



of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT
BREMERTON OLYMPIA

Before you buy television in the Pacific Northwest,
consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.
Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

KTNT TV CBS
CHANNEL 11
CBS for Seattle, Tacoma and Puget Sound area
Studios in Seattle and Tacoma

Paar's way out front

...in the land of Profitunity!

From 11:30 p.m. to 1:00 a.m. Monday through Friday, the Jack Paar Show reaches *twice as many homes* per average quarter hour as the other two channels together! (*Dec. 1960 NSI)

	Average Homes Reached per Quarter Hour — 11:30 p.m. — 1:00 a.m.	Per Cent
WFLA-TV (NBC)	18,026	63.6%
Station "B" (CBS)	6,655	23.2%
Station "C" (ABC)	3,700	13.2%

Daytime, or nighttime, WFLA-TV delivers most homes in 28 rich, busy West Coast and Central Florida Counties — Monday through Friday. (Dec., 1960 NSI)

Channel 8
REPRESENTED NATIONALLY BY BLAIR-TV

wfla-tv NBC
TAMPA ST PETERSBURG

Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.**, New York chapter, marketing workshop: Management use of marketing research companies, Lever House auditorium, New York, 4 p.m.

June 8-9—**North Carolina Assn of Broadcasters**, convention. Durham. Speakers include Clair McCollough, chairman NAB joint boards; J. Leonard Reinsch, radio-tv advisor to President Kennedy and Sol Taishoff, editor and publisher of BROADCASTING.

June 8-10—**Marketing Executives Club of New York**, annual seminar, Pocono Manor, Pa.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

June 12-13—Third National **IRE** Symposium on Radio Frequency Interference. D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker. Main program sessions will be chaired by E. W. Allen, FCC chief engineer; Stuart L. Bailey, Jansky & Bailey; H. Dinger, Naval Research Lab., and Dr. R. Showers, U. of Pennsylvania. Henry Randall, Office of Research & Engineering, Dept. of Defense, will preside at a special session on the government's electromagnetic compatibility program. There will also be a series of tutorial sessions. Sheraton-Park Hotel, Washington, D. C.

June 12-15—**World Conference on Missionary Radio.** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

June 14-15—**Institute of Radio Engineers**, conference. Hotel Sheraton, Philadelphia.

June 14-16—**Virginia Assn. of Broadcasters**, annual meeting. Hotel Roanoke, Roanoke.

June 15-18—**Florida Assn. of Broadcasters**, annual convention. Seville Hotel, Miami Beach. Speakers include Harold Cowgill, former chief of FCC Broadcast Bureau on "License Renewals" and FCC Commissioner Robert T. Bartley.

June 19-21 — **American Marketing Assn.**, national conference. Ambassador Hotel, Los Angeles.

*June 19-22—**Wayne State U./Radio Corp. of America**, invitational television conference. University City, Detroit.

June 20-22 — **Catholic Broadcasters Assn.** annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

*June 22-24 — **Mutual Advertising Agency Network**, creative seminar. Palmer House, Chicago.

*June 23-24—**Colorado Broadcasters Assn.**, annual convention. La Court Hotel, Grand Junction.

June 23-24—**Maryland-D. C. Broadcasters' Assn.**, summer meeting. Ocean City, Md.

June 25-29 — **National Advertising Agency Network**, annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

June 25-29—**American Academy of Advertising**, annual convention. U. of Washington.

TvB Sales Clinics

May 9—Buffalo.
May 11—Boston.
May 16—Salt Lake City.
May 18—Portland, Ore.
May 23—San Francisco, Cincinnati.
May 25—Los Angeles, St. Louis.
May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

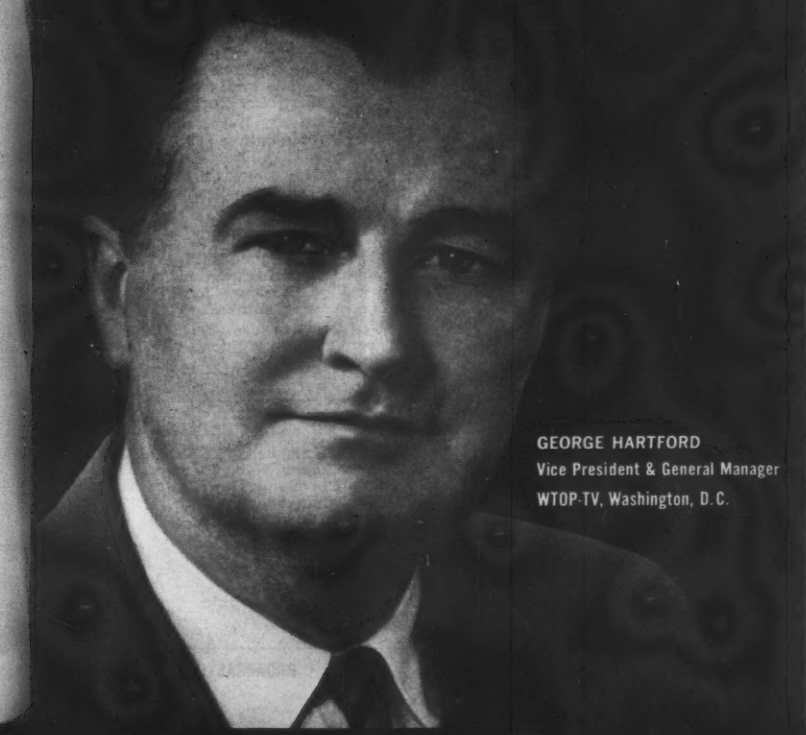
Why WTOP-TV bought Warner's "Films of the 50's"

Says George Hartford:

"We bought Warner's 'Films of the 50's' because we wanted to strengthen our library of other film features with some fresh, new and exciting movies for our Early Show and Late Show. To accomplish this, we selected the Seven Arts package because the percentage of

REALLY OUTSTANDING FILMS

exceeds by far any other package of post-48 films that we've seen."



GEORGE HARTFORD
Vice President & General Manager
WTOP-TV, Washington, D.C.

Warner's Films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D LaCrosse, Skokie, Ill.	OR 4-5105
DALLAS: 5641 Charlestown Drive	ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

WAVE-TV viewers brew
28.8% more COFFEE and TEA

—toast 28.8% more toast, and enrich it with 28.8% more "spread"!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

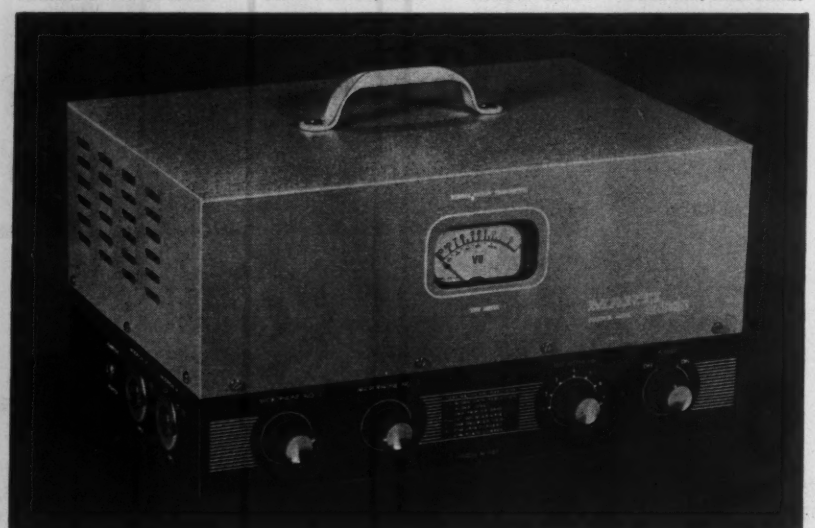
WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

Open new markets by originating programs away from the studio with a Marti Remote Pick-Up Transmitter and Receiver. Transmitter and associated equipment easily installed in a car. Sold exclusively by your Collins Broadcast Sales Engineer. Call him for a demonstration.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



transmitter features: frequency response ±3 db, 75-7,500 cps • RF output 15 w. • frequency 152-172 mc • 2 audio inputs adjustable for 50, 150, 250, 600 ohms • input level —70 db • noise level better than —45 db • distortion less than 3% • power requirement 120 v ac, 140 w • receiver features: frequency stability ±0.0005% with crystal oven • audio output +4 dbm at 600 ohms • sensitivity 0.6 microvolts or less for 20 db quieting • spurious response attenuated at least 100 db. For further information contact your Collins broadcast sales engineer or write direct.*

Seattle.

June 25-29—**Advertising Assn. of the West,** annual convention. Olympic Hotel, Seattle.

June 26-28—**National Convention on Military Electronics.** Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

JULY

July 1—**Chicago Publicity Club,** 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

July 10 — **Wisconsin Broadcasters Assn.** Plankington Hotel, Milwaukee.

July 10-12—**National Assn. of Television & Radio Farm Directors convention,** Shoreham Hotel. Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

*July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

AUGUST

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

SEPTEMBER

*Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise,** annual convention. Seaway Hotel, Toronto, Ont.

Sept. 15-17—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 27-30—**Radio Television News Directors Assn.,** annual convention. Statler Hilton Hotel, Washington, D. C.

OCTOBER

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S. National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society,** annual fall conference and technical exhibit. Hotel New Yorker, New York.

*Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Willard Hotel, Washington, D. C.

*Oct. 25-28—**Sigma Delta Chi,** 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

NOVEMBER

*Nov. 4-11—**The Academy of Television Arts & Sciences,** First International Assembly. New York City. President John F. Kennedy will make opening address.

*Nov. 5-8—**Broadcasters Promotion Assn.,** annual convention. Waldorf-Astoria Hotel, New York City.

RAB SALES CLINICS

May 15—Harrisburg, Pa.; Kansas City.
May 16—Omaha, Neb.; Pittsburgh.
May 17—Cleveland; Des Moines, Iowa.
May 18—Minneapolis.
May 18,19—Detroit.
May 19,22—Chicago.
May 22—Denver.
May 23—Indianapolis.
May 23—Salt Lake City.
May 25—Columbus, Ohio.
May 25,26—Tulsa.

The 1960 George Foster Peabody award was presented to WCCO Television for . . . "Meritorious local public service programming." One year ago a similar honor was awarded to WCCO Radio.

In television, as in radio, the WCCO call letters stand for quality programming . . . the kind of programming that gives WCCO over 40% average share* of the television audience . . . the kind of programming that makes . . .

WCCO TELEVISION

the Difference Between GOOD and GREAT in the Minneapolis-St. Paul Market.

*Nielsen, March 1961

MONDAY MEMO

from MIMI O'HAGAN, advertising-publicity manager, Schweppes (USA) Ltd.

Tv viewers were more sophisticated than the advertiser expected

In 1958, Schweppes (USA) Ltd. was faced with the gloomy prospect of having its product forever classified as a "specialty item" in grocery and liquor stores.

That meant that stores in the fancier neighborhoods would stock Schweppes tonic for their posh customers, but the supermarket in the typical suburban shopping center would not handle it. They said most of their customers had never heard of it and it was not worth putting on the shelves. If that situation had not been met promptly, Schweppes could have counted on never expanding tonic sales further. Dramatic action was needed.

Early in 1959, Schweppes, through its advertising agency, Ogilvy, Benson & Mather Inc., New York, decided to gamble and put the bulk of its advertising budget in spot television in major markets.

To date the results have been satisfying: a 35% increase in 1959, and a 5% increase in 1960, when the rest of the soft drink industry registered a 12% decline as a result of the cool summer and uncertain economic conditions.

The reason for the gains is clear: through effective use of spot television Schweppes tonic gained many new customers. In recent years Schweppes advertising had been confined to magazines, newspapers and a few very light radio spot schedules.

Skeptics ▪ Before the decision to gamble on spot television was made there was some skepticism about Schweppes' ability to project its image to the television viewer as effectively as it had in print.

These fears were allayed when the first Schweppes television spot was produced. It was a one-minute film involving a sophisticated dialogue between Commander Edward Whitehead, president of Schweppes (USA) Ltd., and a husky-voiced siren whose face the viewer never saw (the voice belonged to Joan Alexander). The setting was the bar at the Metropolitan Opera where the men were dressed in white tie and tails and the ladies in long evening dresses. The product was on camera almost throughout and the dialogue contained all the basic selling promises. But the effect was a short, dramatic vignette.

That film won two industry awards.

Since then three more Schweppes commercials have been produced in roughly the same pattern. They all involve unique dialogues, they all feature Commander Whitehead along with professional actors and actresses, and the effect on the viewer is more like a brief interlude of entertainment than a sales pitch.

The commercials are admittedly sophisticated. They are intended to attract the more sophisticated viewer, but Schweppes management was pleasantly surprised at how much of the television audience is sophisticated. Research has indicated that people in all walks of life remember the commercials and go out and try the product.

Major Markets ▪ Spot schedules were designed to concentrate impressions in the major markets in which Schweppes tonic has the greatest potential.

They are all at night, and generally use the post-network times when the audience tends to be more adult (children do not drink much gin and tonic) and the average income and education levels tend to be higher.

With relatively small budgets, Schweppes schedules are confined to six or ten weeks in length, in the early summer. Viewers, however, seem to remember the commercials all the year round. For instance, in January a stranger approached Commander Whitehead and told him how much he enjoyed the Schweppes commercials. "I saw it again just the other night and liked it as much as the first time," the stranger said.

Commander Whitehead did not have the heart to tell him that no Schweppes commercials had been on the air for seven months.

Besides remembrance, the company president's participation in commercials bolsters another quality, credibility. As a colleague put it, when asked why Commander Whitehead was in the advertising: "So that people will believe what we say about ourselves. He's the real thing, and we think people recognize it. Also, he's an individualist, and we think people like him for it. As a result, they feel we're selling them the real stuff." [EDITOR'S NOTE: Getting Commander Whitehead to do the spokesman's job himself was suggested originally by the advertising agency in 1953, when the British Schweppes created a U. S. subsidiary to import the essence and bottle it on this side of the Atlantic.]

Drinking Atmosphere ▪ The biggest problem in television for Schweppes is the ban on mentioning liquor in the copy. Schweppes wants to popularize the gin and tonic, made, of course, with Schweppes. Therefore, in all the commercials the atmosphere must be clearly of the kind in which it is natural to have a drink or two (scenes such as the opera intermission, aboard the Orient Express, in a staid men's club or in the stately home of a retired army officer).

Viewers seem to get the suggestion, but so that people will know how to use the product (it is not an anemia remedy) the television schedules are supplemented by newspaper and point-of-sale advertising in which the recipe for tonic and gin, or vodka, or rum, is spelled out clearly.

The results have been good so far and Schweppes will continue to use television commercials which say everything legally permissible about the product, but which are nevertheless mildly humorous.

"Our business is not to amuse," Commander Whitehead observes, "but if we take ourselves too seriously our friends will become bored with us rather quickly."

Mimi O'Hagan joined Schweppes (USA) Ltd. early in 1957 as personal assistant to Commander Edward Whitehead, president of the firm. In the spring of 1959 she was appointed Schweppes advertising and publicity manager. Before starting with Schweppes she was administrative assistant in the office of the Secretary of the Navy in 1955. The following year she became assistant to the campaign chairman of National Citizens for Eisenhower, helping organize campaigns and rallies.

An encore for three of our "personalities." Good sports. Attractive people interested in the Metropolitan way of life.

METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N.Y.

TELEVISION STATIONS

WNEW-TV New York, N.Y.
WTTG Washington, D.C.
KOVR Sacramento-Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

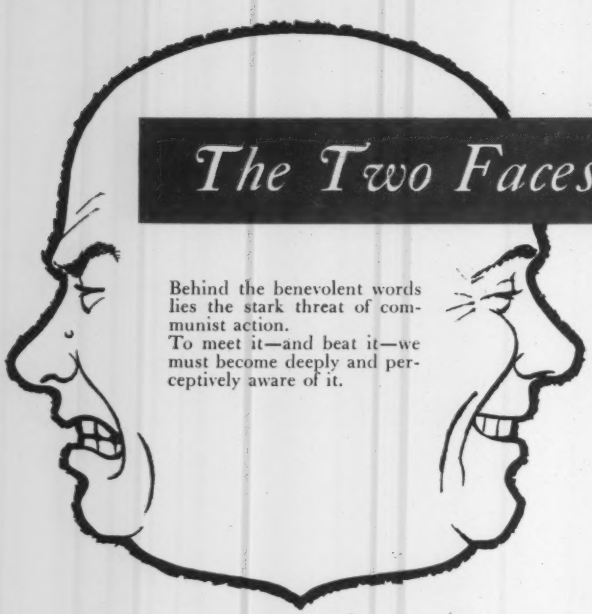
RADIO STATIONS

WNEW New York, N.Y.
WHK Cleveland, Ohio
WIP Philadelphia, Pa.

A DIVISION OF METROMEDIA, INC.
other divisions are:
Foster and Kleiser, Outdoor Advertising operating in Washington, Oregon, Arizona and California
Worldwide Broadcasting, WRUL Radio

THE COST OF FREEDOM — One of a series

The Two Faces of Communism



Behind the benevolent words lies the stark threat of communist action.
To meet it—and beat it—we must become deeply and perceptively aware of it.

"We have always stood and we stand today for non-interference in the internal affairs of other countries. We have always abided, and we shall abide, by these positions."

—N. S. Khrushchev

THESE ARE THE MAJOR WORLD AREAS WHICH HAVE BEEN "Peaced" INTO THE SOVIET REALM SINCE WORLD WAR I . . .

SOVIET GEORGIA
Invaded by Stalin, Feb., 1921

THE UKRAINE
Forcibly annexed, Dec., 1922

POLAND
Partitioned, Sept., 1939

ESTONIA
Forcibly annexed, Aug., 1940

LATVIA
Forcibly annexed, Aug., 1940

LITHUANIA
Forcibly annexed, Aug., 1940

CZECHOSLOVAKIA
Communist Party takes over, Feb., 1948

HUNGARY
Communist Party, Soviet troops take over, Feb., 1949

RUMANIA
Communist Party, Soviet troops take over, Apr., 1948

BULGARIA
Communist Party, Soviet troops take over, Aug., 1948

THESE ARE THE MAJOR CONFLICTS SINCE WORLD WAR II WHERE SINO-SOVIET INTERVENTION — FROM INTERNAL SUBVERSION TO OVERT ACTION — HAS TAKEN PLACE . . .

Indonesian War (1945-47)	Indochina War (1945-54)	Algerian War (1954-)	Cuban Civil War (1958-59)
Chinese Civil War (1945-49)	Greek Guerrilla War (1946-49)	Hungarian Suppression (1956)	Tibetan Revolt (1959)
Malayan War (1945-54)	Korean War (1950-53)	Indonesian Civil War (1958-)	Congo Uprising (1960-)
Philippine Civil War (1945-48)	Guatemalan Revolt (1954)	Formosa Strait Conflict (1958)	Laos (1960-)

Why are we running these ads? Partly because the communist credo includes the gagging of freedom's spokesmen. You and we are in this group. Naturally, you and we are against this. So what can we do about it with the voice that has been given us? Intelligent anti-communism depends upon factual understanding. Through facts, patriotism has a purpose. It is hoped that these ads together with the prime time announcements which tell our audience facts such as these, will contribute some measure of meaning to the communist threat. This is an effort to do something about it.

Prime Communicators to 1½ Million Oklahomans

WKY RADIO AND TELEVISION
OKLAHOMA CITY

The WKY Television System, Inc.
WTVT, Tampa - St. Petersburg, Fla.
Represented by The Katz Agency

TIME BUYING REPORT

Tv network gross billings in February 1961

Network Television Gross Time Billings

	February			January-February		
	1960	1961	% Change	1960	1961	% Change
ABC-TV	$12,677,110	$14,939,180	+17.8	$25,937,120	$30,837,490	+18.9
CBS-TV	22,977,171	21,249,563	− 7.5	46,454,529	44,144,418	− 5.0
NBC-TV	19,923,712	21,281,048	+ 6.8	40,904,609	44,312,166	+ 8.3
Total	$55,577,993	$57,469,791	+ 3.4	$113,296,258	$119,294,074	+ 5.3

Month By Month 1961

	ABC	CBS	NBC	Total
January*	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	21,249,563	21,281,048	57,469,791

*January 1961 figures revised as of April 20, 1961.

Network Television Gross Time Billings by Day Parts

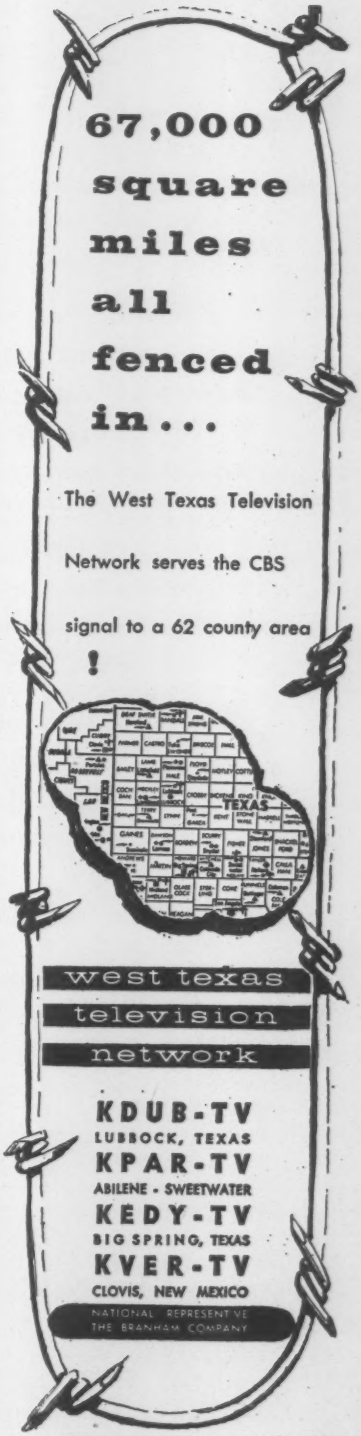
	February			January-February		
	1960	1961	% Change	1960	1961	% Change
Daytime	$16,748,040	$19,652,659	+17.3	$33,988,614	$40,631,438	+19.5
Mon.-Fri.	13,705,355	16,211,964	+18.3	26,974,901	33,229,758	+23.2
Sat.-Sun.	3,042,685	3,440,695	+13.1	7,013,713	7,401,680	+ 5.5
Nighttime	38,829,953	37,817,132	− 2.6	79,307,644	78,662,636	− 0.8
Total	$55,577,993	$57,469,791	+ 3.4	$113,296,258	$119,294,074	+ 5.3

Source: TvB/LNA-BAR

Spot tv billings by classifications in 1960

Following is the breakdown by categories of spot tv buying in 1961, compiled by Television Bureau of Advertising and based on N. C. Rorabaugh Co.'s annual report (BROADCASTING, May 1).:

AGRICULTURE	$ 1,742,000
Feeds, meals	738,000
Miscellaneous	1,004,000
ALE, BEER & WINE	48,778,000
Beer & ale	43,807,000
Wine	4,971,000
AMUSEMENTS, ENTERTAINMENT	1,765,000
AUTOMOTIVE	22,276,000
Anti-freeze	123,000
Batteries	155,000
Cars	16,812,000
Tires & tubes	1,614,000
Trucks & trailers	170,000
Miscellaneous accessories & supplies	3,402,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	2,413,000
Fixtures, plumbing, supplies	539,000
Materials	576,000
Paints	846,000
Power Tools	102,000
Miscellaneous	350,000
CLOTHING, FURNISHINGS, ACCESSORIES	13,414,000
Clothing	8,938,000
Footwear	3,009,000
Hosiery	1,223,000
Miscellaneous	244,000
CONFECTIONS & SOFT DRINKS	33,848,000
Confections	19,099,000
Soft drinks	14,749,000
CONSUMER SERVICES	18,579,000
Dry cleaning & laundries	64,000
Financial	2,891,000
Insurance	3,362,000
Medical & Dental	277,000
Moving, hauling, storage	420,000
Public utilities	8,952,000
Religious, political, unions	1,873,000
Schools & colleges	324,000
Miscellaneous services	416,000
COSMETICS & TOILETRIES	$56,623,000
Cosmetics	11,153,000
Deodorants	6,910,000
Depilatories	158,000
Hair Tonics & Shampoos	8,875,000
Hand & face creams, lotions	4,240,000
Home permanents & coloring	5,369,000
Perfumes, toilet waters, etc.	1,841,000
Razors, blades	2,459,000
Shaving creams, lotions, etc.	1,943,000
Toilet soaps	8,636,000
Miscellaneous	5,039,000
DENTAL PRODUCTS	11,438,000
Dentifrices	9,803,000
Mouthwashes	1,285,000
Miscellaneous	350,000
DRUG PRODUCTS	46,693,000
Cold remedies	13,789,000
Headache remedies	9,879,000
Indigestion remedies	9,068,000
Laxatives	3,813,000
Vitamins	3,719,000
Weight aids	719,000



W. D. "Dub" Rogers, President and Gen. Mgr.

Often a dynamic age creates frightening by-products. The plight of a youngster adrift in the jungle of the city's slums is but one of myriad problems confronting our society.

The five CBS Owned television stations recognize the need to arouse public interest in local problems. Each has a consistent record of active community service, via not only regularly-scheduled public affairs programs, but also hour-long, locally-produced "specials" broadcast in the stations' prime viewing hours.

Some recent examples: "Strangers In The City," WCBS-TV's examination of the Puerto Rican population of New York; "Survival," an analysis by KNXT of Southern California's chances of surviving an atomic attack; WBBM-TV's "Beat The Drums," the first comprehensive television study of the Illinois political primary; "The Sex Offender," WCAU-TV's "study of violence" in Philadelphia. (And there was great entertainment too, as witness "Alone In Its Greatness," KMOX-TV's history of the St. Louis Municipal Opera starring Vincent Price, Mimi Benzell and Earl Wrightson; and KNXT's 90-minute "Candida.")

Creating awareness of community needs in the minds of millions is a job that local television does best. Especially the five CBS Owned stations—with their solidly-established tradition of responsible leadership in the communities they serve.

CBS TELEVISION STATIONS ◉

A Division of Columbia Broadcasting System, Inc.
Operating WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis

Whose responsibility?

Miscellaneous drug products	4,603,000
Drug stores	1,103,000
FOOD & GROCERY PRODUCTS	165,188,000
Baked goods	21,674,000
Cereals	11,928,000
Coffee, tea & food drinks	43,273,000
Condiments, sauces, appetizers	8,724,000
Dairy products	6,896,000
Desserts	1,342,000
Dry foods, (flour, mixes, rice, etc.)	17,791,000
Fruits & vegetables, juices	9,758,000
Macaroni, noodles, chili, etc.	2 582 000
Margarine, shortenings	11,025,000
Meat, poultry & fish	7,130,000
Soups	1,243,000
Miscellaneous foods	10,465,000
Miscellaneous frozen foods	2,537,000
Food stores	8,820,000
GARDEN SUPPLIES & EQUIPMENT	$ 1,092,000
GASOLINE & LUBRICANTS	24,338,000
Gasoline & oil	23,307,000
Oil additives	946,000
Miscellaneous	85,000
MOTELS, RESORTS, RESTAURANTS	867,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	30,574,000
Cleaners, cleansers	22,743,000
Floor & furniture polishes, waxes	6,622,000
Glass cleaners	11,000
Home dry cleaners	52,000
Shoe polish	954,000
Miscellaneous cleaners	192,000
HOUSEHOLD EQUIPMENT—APPLIANCES	6,755,000
HOUSEHOLD FURNISHINGS	2,759,000
Beds, matresses, springs	1,571,000
Furniture & other furnishings	1,178,000
HOUSEHOLD LAUNDRY PRODUCTS	44,908,000
Bleaches, starches	8,716,000
Packaged soaps, detergents	33,685,000
Miscellaneous	2,507,000
HOUSEHOLD PAPER PRODUCTS	6,163,000
Cleansing tissues	1,571,000
Food wraps	436,000
Napkins	54,000
Toilet tissue	2,777,000
Miscellaneous	1,825,000
HOUSEHOLD, GENERAL	6,824,000
Brooms, brushes, mops, etc.	850,000

What publishers spent on tv last year

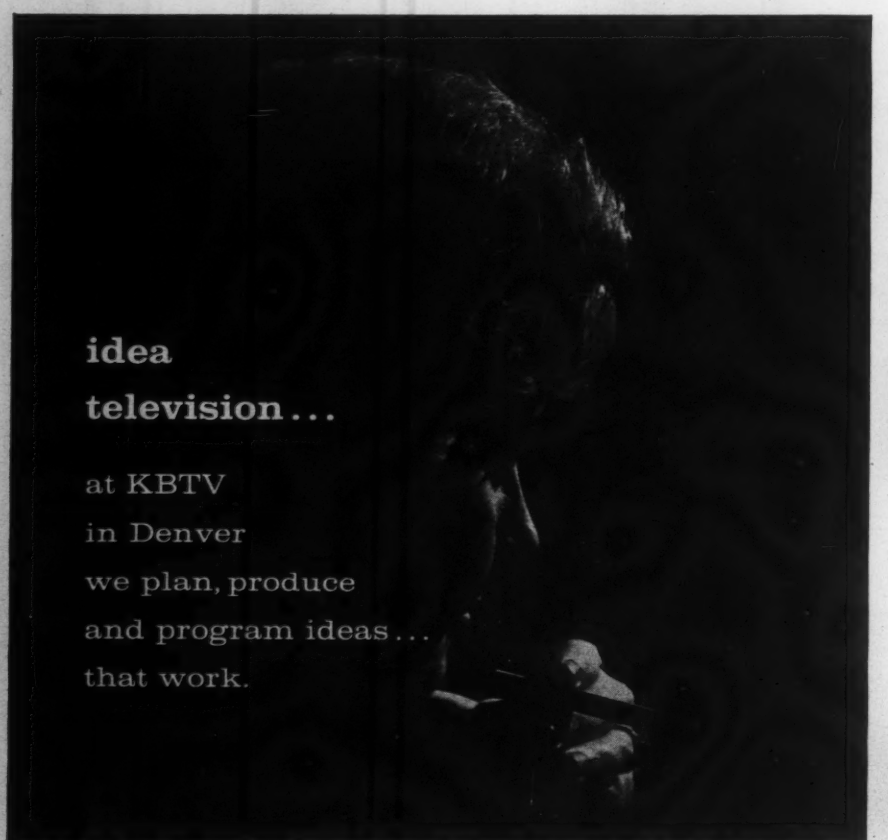
Golden Press, Inc., Cowles Magazines Inc. and Readers' Digest Assn. led all publishers in the use of national spot and network television during 1960, according to Television Bureau of Advertising, New York. Total television gross time billings last year for the classification were $5,012,022, an increase of 61% over the $705,593 spent in 1959.

Spot tv billings, according to TvB-Rorabaugh, were $2.77 million in 1960, compared with $679,000 in 1959, while network billings as reported by TvB/LNA-BAR were $2,242,022 in 1960 against $26,593 the previous year (BROADCASTING, March 27). Merriam Webster and Time Inc. were the classification's only two network tv clients in 1959.

Gross time billings of the top-spending publishers in 1960 follow:

	Spot*	Network**	Total
Golden Press Inc.	1,266,620	—	1,266,620
Cowles Magazines Inc.	—	1,188,633	1,188,633
Readers' Digest Assn.	728,760	133,599	862,359
Field Enterprises Educational Corp.	—	587,898	587,898
Curtis Publishing Co.	318,650	132,970	451,620
McCall Corp.	125,960	162,165	288,125
Book-of-The-Month Club	64,870	—	64,870

*Source: TvB-Rorabaugh
**Source: TvB/LNA-BAR



PLANNED...
An $800,000.00 expansion of KBTV's studio and office facilities...
Plus the purchase of a Denver radio station.

PRODUCED...
A news department directed by Arthur J. Smith that keeps pace with the tempo of the world.

PROGRAMMED...
The "EXPEDITION COLORADO" series, winner of a TV-Radio Mirror Gold Medal, the BMI award and the ABC-TV Network award as the best local production in the Expedition series.

In Denver... KBTV is "idea television"

KBTV CHANNEL 9
1089 Bannock Street • Denver
AM 6-3601

JOHN C. MULLINS, President
JOE HEROLD, Station Manager
Represented by
Peters, Griffin and Woodward

FARGO is America's MIGHTIEST MITE!

Fargo is the retail trading center for more than 500,000 people in the rich Red River Valley—and also has over 200 wholesale distribution firms!

WDAY-Radio serves more than 75,000 Fargo-Moorhead people *alone* — more than 25,000 farms. And the Fargo metropolitan area is No. 1 in the Nation, in Retail Sales Per Family!

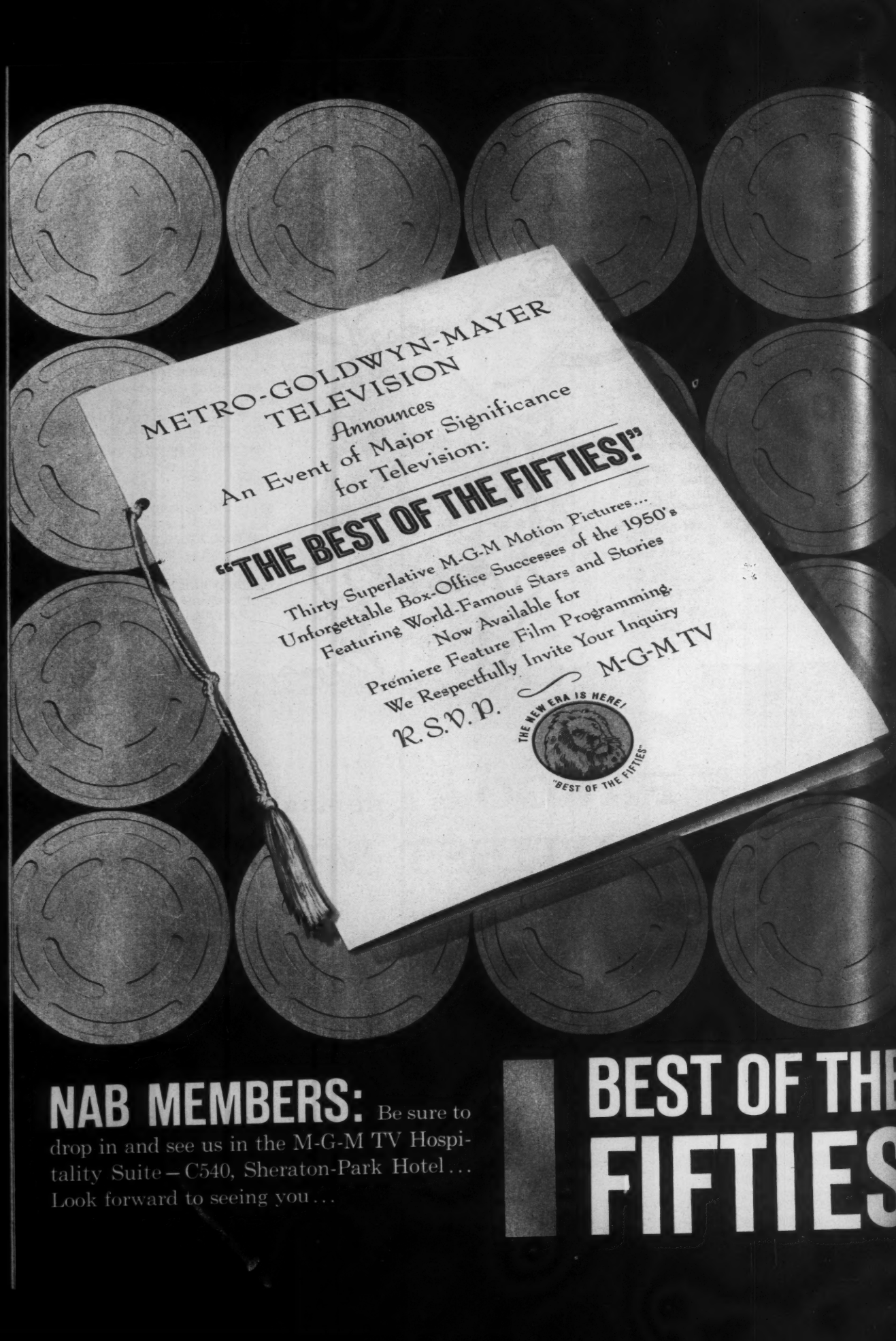
WDAY-Radio really delivers the bulging "buying-power" audience in its 55-county market —54% more *adults* listen to WDAY-Radio than the next station! Ask PGW for details!

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives


METRO-GOLDWYN-MAYER
TELEVISION
Announces
An Event of Major Significance
for Television:
"THE BEST OF THE FIFTIES!"
Thirty Superlative M-G-M Motion Pictures...
Unforgettable Box-Office Successes of the 1950's
Featuring World-Famous Stars and Stories
Now Available for
Premiere Feature Film Programming.
We Respectfully Invite Your Inquiry
R.S.V.P.
M-G-M TV
THE NEW ERA IS HERE!
"BEST OF THE FIFTIES"
NAB MEMBERS: Be sure to drop in and see us in the M-G-M TV Hospitality Suite – C540, Sheraton-Park Hotel... Look forward to seeing you...
BEST OF THE FIFTIES

E NEW ERA
S N TV
They're here! Thirty memorable M-G-M post-1948 feature films usher in the dawn of a NEW ERA in television feature film programming. Studded with big name stars, studded with big M-G-M type entertainment. Everything that's necessary to bring a fresh new and exciting change to television feature film programming. Let's get together soon. . . .
METRO-GOLDWYN-MAYER TELEVISION
1540 BROADWAY, NEW YORK 36, N.Y. / JUDSON 2-2000

WPEN
HAS
THE
STAR
PERSONALITIES

★ MATURE, ESTABLISHED PERSONALITIES ★ AWARD WINNING NEWS ★ EXCLUSIVE HELICOPTER TRAFFIC REPORTS ★ FIGHTING EDITORIALS ★ ADULT MUSIC ★

WPEN
THE STATION OF THE STARS
CALL GILL-PERNA, INC.

NEW YORK SURRENDERS TO MARS

Amazing sounds from MARS are sweeping through New York City — capturing the imagination and loyalty of listeners to WABC. The same is true in markets across the country. WLS in Chicago, WIP in Philadelphia, WXYZ in Detroit and 47 other stations all report that no audience is immune to these top-rate sounds from MARS. *A rating rampage!* Will yours be the one station in your market to reach MARS?

See Us at THE SHOREHAM

MARS BROADCASTING, INC.
575 Hope Street,
Stamford, Connecticut

April landings on MARS: WABC, New York; WLS, Chicago; WHK, Cleveland; WXYZ, Detroit; KQV, Pittsburgh; WKWK, Wheeling; WIP, Philadelphia; WITH, Baltimore; WKBW, Buffalo; WBBF, Rochester; WPTR, Albany; WGH, Newport News; WMBR, Jacksonville; WCKR, Miami; WALT, Tampa; WLOF, Orlando; WHHM, Memphis; WKDA, Nashville; CHUM, Toronto; WSAI, Cincinnati; WISH, Indianapolis; WQXI, Atlanta; WOLF, Syracuse; KRUX, Phoenix; KIMN, Denver; WKY, Oklahoma City; WMEX, Boston; KXOK, St. Louis; KDEO, San Diego; KAFY, Bakersfield; KFXM, San Bernardino; KTKT, Tucson:
How'd ja like to join THIS club?

China, glassware, crockery, containers	1,293,000
Disinfectants, deodorizers	1,359,000
Fuels (heating, etc.)	303,000
Insecticides, rodenticides	1,547,000
Kitchen utensils	98,000
Miscellaneous	1,374,000
NOTIONS	$ 91,000
PET PRODUCTS	8,196,000
PUBLICATIONS	2,770,000
SPORTING GOODS, BICYCLES, TOYS	5,559,000
Bicycles & supplies	31,000
Toys & games	5,203,000
Miscellaneous	325,000
STATIONERY, OFFICE EQUIPMENT	451,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	987,000
Radio & television sets	198,000
Records	705,000
Miscellaneous	84,000
TOBACCO PRODUCTS & SUPPLIES	35,686,000
Cigarettes	31,525,000
Cigars, pipe tobacco	3,643,000
Miscellaneous	518,000
TRANSPORTATION & TRAVEL	4,151,000
Air	3,046,000
Bus	361,000
Rail	651,000
Miscellaneous	93,000
WATCHES, JEWELRY, CAMERAS	4,426,000
Cameras, accessories, supplies	734,000
Clocks, & watches	524,000
Jewelry	99,000
Pens & pencils	2,861,000
Miscellaneous	208,000

OPEN MIKE ®

Good job

EDITOR: You did a good job of covering the first part of the AAAA meeting. . . . *—John G. Mapes, Executive Committee Chairman, Hill & Knowlton Inc., New York.*

No rival for radio

EDITOR: The crucial role which radio played in the recent French army insurrection should be placed on record.

(1) The first news of the Generals' revolt in Algiers reached the outside world when the paratroops seized control of Algiers Radio and broadcast a general incitement to mutiny. . . .

(2) On April 22, the French government ordered Radio-Diffusion Francaise (the French national radio network) to . . . stay on the air throughout the night because the government deemed it essential to "remain in close contact with the population. . . ." The same procedure was used the following night. . . .

(3) The collapse of the insurrectionary movement . . . became known to the outside world exclusively through reports put out by news agencies and radio organizations who were monitoring the rebel-held radio stations in Algiers. . . .

This whole episode of momentous recent history again proves that in

IN WORDS OF ONE SYLLABLE...

A man who pays to get a thing, as a rule, wants it.

Or needs it. Or both.

This is true for things men read—as well as things they eat or wear. Which is why we think it makes sense to look for the ABP sign in the books in which you plan to run your ads.

For the ABP sign in a book means it goes to men who *want* it. It is a sign they have paid to get it. And with some of them—a lot of them, in fact—it is a sign they *need* it.

When you pay for space to talk to men who can buy what you have to sell, it's a good thing to keep this in mind. For if they *want* the book in which you run your ad, there is a good chance they will see it and read it. And if they *need* the book in their jobs, the chance is more than just good. It's what we used to call a lead pipe cinch.

When you buy space to talk to men you want to sell, buy it in the books *they buy*—books that are proud to stand a plain old test of worth: cash. You can spot them through this sign:

ABP THE ASSOCIATED BUSINESS PUBLICATIONS
ABC AUDITED PAID CIRCULATION

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

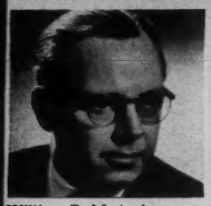
BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

Listeners are writing us by the hundreds to express appreciation for our coverage of his trial. Neighboring broadcasters are requesting permission to re-transmit our daily fm airings of the complete proceedings. (**WIP** was the first U. S. broadcaster, says the Israeli Embassy, to request and be given complete proceedings.)

Here's **WIP**'s complete Eichmann coverage: Verbatim testimony with concurrent English translation, each evening on fm. On **WIP**, direct reports every hour from Metropolitan's Martin Weldon, and a 10-minute wrap-up via live overseas transmission, each evening at 11.

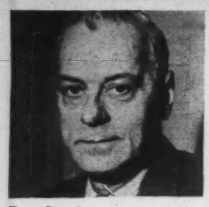
Metrodelphians live with history, via **WIP, Philadelphia.**

A METROPOLITAN BROADCASTING STATION. **HARVEY L. GLASCOCK,** V.P. & GENERAL MANAGER. REPRESENTED NATIONALLY BY **EDWARD PETRY**



William R. McAndrew,
Executive Vice President, NBC News

Julian Goodman,
Vice President, NBC News



Rex Goad,
Manager, NBC News

Leonard Allen,
Manager, Foreign News

Donald Meaney,
Manager, National News

NEW YORK
Simon Avnet,
Cameraman

NEW YORK
Dave Garroway

NEW YORK
Irving Gitlin,
Executive Producer

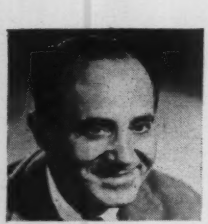
NEW YORK
Chet Hagan, *Producer*

NEW YORK
Chet Huntley

NEW YORK
Frank McGee

NEW YORK
Joseph Michaels

NEW YORK
Thomas Priestley,
Cameraman



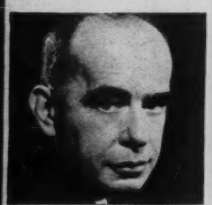
NEW YORK
Joseph Vadala,
Cameraman

NEW YORK
Albert Wasserman,
Producer

WASHINGTON
Robert Abernethy

WASHINGTON
Martin Agronsky

WASHINGTON
Arthur Barriault,
Capitol Hill



WASHINGTON
Lou Hazam, *Producer*

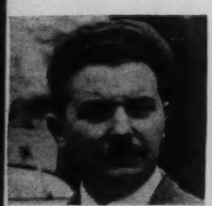
WASHINGTON
Herbert Kaplow

WASHINGTON
Bradford Kress,
Cameraman

WASHINGTON
Elmer Lower,
Bureau Chief

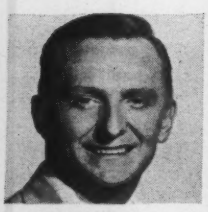
WASHINGTON
Robert McCormick

WASHINGTON
Ray Scherer,
White House



LONDON
John Peters, *Cameraman*

LOS ANGELES
Gene Barnes,
Cameraman



LOS ANGELES
Roy Neal

LOS ANGELES
Elmer Peterson

ROME
Irving R. Levine

ROME
Edmondo Ricci,
Cameraman

CHICAGO
Bruce Powell,
Cameraman

DALLAS
Maurice Levy,
Cameraman

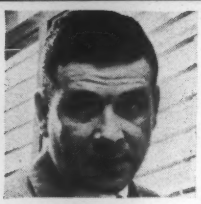
HONG KONG
James Robinson

LAOS
Grant Wolfkill,
Cameraman

MOSCOW
John Chancellor

NEW DELHI
Welles Hangen

W YORK
gan Beatty



NEW YORK
Frank Blair

NEW YORK
Reuven Frank, *Producer*

NEW YORK
Pauline Frederick,
United Nations

W YORK
ill Mueller

NEW YORK
Edwin Newman

NEW YORK
Robert Northshield,
Producer

NEW YORK
Leon Pearson

SHINGTON
Bourgholtzer,
Department

WASHINGTON
David Brinkley

WASHINGTON
Peter Hackes

WASHINGTON
Richard Harkness

SHINGTON
Vanocur,
House

WASHINGTON
David Wiegman,
Cameraman

LONDON
Guy Blanchard,
Cameraman

LONDON
Joseph C. Harsch

KYO
Brown

TOKYO
Yung Su Kwon,
Cameraman

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Piers Anderton

BUENOS AIRES
Kenneth Bernstein

AWA
Eid

PARIS
John Rich

RIO DE JANEIRO
Wilson Hall

SALISBURY, RHODESIA
George Clay

60 REASONS WHY MORE AMERICANS FOLLOW THE NEWS ON NBC THAN ON ANY OTHER NETWORKS

The 60 key news people shown here are part of NBC News. In all, there are 613 executives, correspondents, producers and cameramen, based in 75 countries around the globe. It is the largest broadcast news organization in the world.

More importantly, NBC News today provides the nation with its most versatile and comprehensive schedule of news and public affairs programming, originating each week more than 8½ hours of regularly scheduled television news (plus major television news specials on an average of 10 a month), more than 17 hours of radio news, and close to 83 hours of news on NBC-owned stations.

In recent weeks NBC News programs have earned some 20 major awards. Among these honors: two George Foster Peabody Awards; three Saturday Review Awards; the Ohio State Award; two Sigma Delta Chi Awards; the Polk Award; four Overseas Press Club Awards; the McCall's Golden Mike Award; the Headliners Award; and the Cameraman of the Year Award.

The dynamic brand of broadcast journalism which has won this special recognition has also won the largest news audiences in the country.

NBC

HEALTHIER SALES

FOR YOUR RADIO STATION WITH AMERICA'S ONLY INTERNATIONAL HEALTH PROGRAM & PERSONALITY!
CARLTON FREDERICKS'
LIVING SHOULD BE FUN

Five 25-minute shows per week, offered exclusively on a one-station-per-market basis, with firm commitment from national advertiser to buy the Carlton Fredericks Show immediately on YOUR station.

America's Foremost Nutritionist
Carlton Fredericks, Ph.D.

Top Radio Stations SELL Carlton Fredericks' LIVING SHOULD BE FUN

WOR New York, N. Y.	WLAC Nashville, Tenn.
WLW Cincinnati, Ohio	WBEC Pittsfield, Mass.
WGAR Cleveland, Ohio	WMTN Morristown, Tenn.
WCUM Cumberland, Md.	WTUX Wilmington, Del.
WJTN Jamestown, N. Y.	WFMD Frederick, Md.
WDOE Dunkirk, N. Y.	WLAK Lakeland, Fla.
WGGO Salamanca, N. Y.	KGB San Diego, Calif.
KTHS Little Rock, Ark	WDEF Chattanooga, Tenn.
KWKH Shreveport, La.	WDXR Paducah, Ky.
WAAP Peoria, Ill.	KFH Wichita, Kansas
WJMJ Philadelphia, Pa.	WWVA Wheeling, W. Va.
KGON Portland, Oregon	WLAV Grand Rapids, Mich.
WHAM Rochester, N. Y.	WRTA Altoona, Pa.
WIBX Utica, N. Y.	WMAL Washington, D. C.
WBOF Norfolk, Va.	WENY Elmira, N. Y.
WKYW Louisville, Ky.	WJOY Burlington, Vt.
WNAC Boston, Mass.	KXYZ Houston, Tex.
WWL New Orleans, La.	WFLA Tampa, Fla.
KLZ Denver, Colo.	WJMX Florence, S. Car.
WTJS Jackson, Tenn.	WSOR Windsor, Conn.
KABC Los Angeles, Calif.	WAQE Baltimore, Md.
WJAN Ishpeming, Mich.	WVMC Mt. Carmel, Ill.
WPAZ Pottstown, Pa.	KPHO Phoenix, Ariz.
WVDH Gainesville, Fla.	WRAM Monmouth, Ill.
WIOS Tawas City, Mich.	WRSA Saratoga Springs, N. Y.
WGAC Augusta, Ga.	WWOL Buffalo, N. Y.
KQAQ Austin, Minn.	WMUZ Detroit, Mich.
WMNE Menomonie, Wis.	WRUL World-Wide Bd'csting

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DAVE NATHAN
CF PRODUCTIONS, INC.
Ambassador Hotel
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N.Y. 16, N.Y. • MU 5-8757

times of national emergency radio has no rival as a means of communication. —*Noel Bernard, Chief of International Operations, Radio Press International Inc., London.*

'Sound' advice

EDITOR: I agree with your editorial (EDITORIALS, April 24) that broadcasting today is a major journalistic force. It has the potential of becoming the prime informational medium if it wants to be.

May I record a criticism of too many radio stations, particularly independents, who try to outdo each other electronically in introducing their news programs? We're familiar with identifying themes composed of clanging bells, zooming jets, speeding trains, sputniks in orbit. Some ambitious newsmen or engineers combine all of these into one maddening meringue that sends a listener to his nearest newspaper! These latest innovations replace the old-hat telegraph ticker or "atmosphere" we got when we shoved a mike into the teletype room to give our newscast the "big city desk" excitement.

Will someone with a sensible, straightforward, honest introduction to a news program please step up?—*Howard Stanley, Howard Stanley Advertising Agency Inc., Norfolk-Portsmouth, Va.*

The Florida story

EDITOR: My sincere congratulations for your Florida market study (BROADCASTING, April 17). This is a most interesting and detailed presentation of the state's industry, both current and potential, and I feel that will be effective in attracting new business enterprises to Florida.—*Sen. Spessard L. Holland (D-Fla.).*

EDITOR: . . . Thought I would call your attention to the fact that when Jacksonville builds a city hall it doesn't fool around. The city hall here is 15 stories, not 6, as reported in the Florida story. . . . The new county court house is six floors.—*Tom W. Mahaffey, Advertising-Promotion Director, WJXT (TV) Jacksonville, Fla.*

EDITOR: . . . It is an impressive piece.—*Wallace H. Jones, industrial representative, Florida Development Commission, Tallahassee.*

[Reprints of the Special Report on Florida are available at the following rates: single copies, 25 cents per reprint; in quantities of 100 or more, $15 per 100 or 15 cents per copy.]

A pat on the back

EDITORS . . . Our local paper, *The Oak Ridger,* in a recent editorial complimented us for bringing the state basketball tournament in Knoxville to local

What's this got to do with your time buy in this market? Just this: We've always felt advertisers on this station deserve expert technical handling of commercial material, on film, live or film in combination with local-live tags. That's why KJEO-TV. is famous in Central California for its engineering skills, top announcers, its overall campaign for an "Air Time Corporate Image"—and this means confidence your time buys on KJEO-TV get selling attention from experts.

our ratings? We've Got Them!

Check with your nearest H-R representative

our network affiliation? abc Of Course!

KJEO
CHANNEL 47
Fresno, California

WTVR IN JUST 10 MONTHS TIME AFTER AFFILIATION WITH CBS-TV HAS MOVED CBS FROM 3RD PLACE TO 1ST PLACE IN RICHMOND

1 During the daytime **from sign on to 6:00 PM** WTVR is completely dominant **with share of audience, divided as follows:**

	NIELSEN	ARB
WTVR	50 %	44 %
B	21.5%	20.4%
C	27 %	35.1%

2 During the nighttime **6:00 PM-12:00 Midnight, Sunday through Saturday,** WTVR, already in No. 1 place, continues to increase.

	NIELSEN	ARB
WTVR	37 %	40.4%
B	35 %	33.4%
C	27 %	26.1%

3 From sign on to sign off basis, **WTVR's share of audience is** 50% greater **than its nearest competitor** according to ARB **and** 68% greater according to Nielsen:

	NIELSEN	ARB
WTVR	45.8%	43.1%
B	26 %	28.7%
C	27.3%	28.1%

4 WTVR in average homes delivered **is again completely dominant from sign on to sign off being** 53% greater than its nearest competitor according to Nielsen and 72% greater according to ARB:

	NIELSEN	ARB
WTVR	26,600	27,400
B	15,100	15,300
C	17,300	15,900

Source: NIELSEN and ARB, March, 1961

CBS TELEVISION

WTVR 6 CHANNEL

FOR THE BEST BUY IN RICHMOND, VA.
CALL BLAIR TELEVISION ASSOCIATES

NEW FROM PROGRAMATIC®...

With regular additions of new music—instrumental and vocal—program services and audience building techniques, Programatic has already become a great boon to its ever growing roster of subscribers.

Here's what 5 top broadcasters say:

FINEST PROGRAMMING

WJEF-FM, Grand Rapids, Mich.

CARL E. LEE, *Executive Vice President and General Manager*

"Because of its product, its unduplicated programming, and its untouchable library, Programatic is an integral part of our FM programming. Our mail and telephone calls convince us that the concepts of Programatic are welcomed by the listening public."

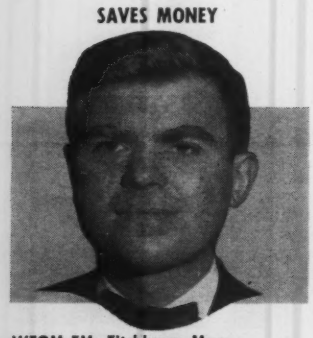
ADVERTISER RESULTS

KHOL-FM, Holdrege, Nebr.

JACK GILBERT, *Station Manager*

"We're almost a 100% Programatic station. We've rung up sales of full-hour, 52-week contracts with 34 clients without a single cancellation, and are confident we'll do much the same with renewals."

SAVES MONEY



WFGM-FM, Fitchburg, Mass.

DAVID M. MEYERS, *President*

"Programatic has let us add FM to our existing AM operation without increasing payroll costs. We've actually saved a sizeable sum. Sales are picking up and I'm optimistic about the future. We couldn't have done it without Programatic."

PROFIT AND PROGRAM IMPROVEMENT

WSIX-AM-FM-TV, Nashville, Tenn.

LOUIS DRAUGHON, *Owner-Operator*

"When we started looking for a basic service our goal was to make our FM operations self-sustaining, even profitable, while improving our programming. We found just what we were looking for in Programatic. Programatic did, and is doing a commendable job."

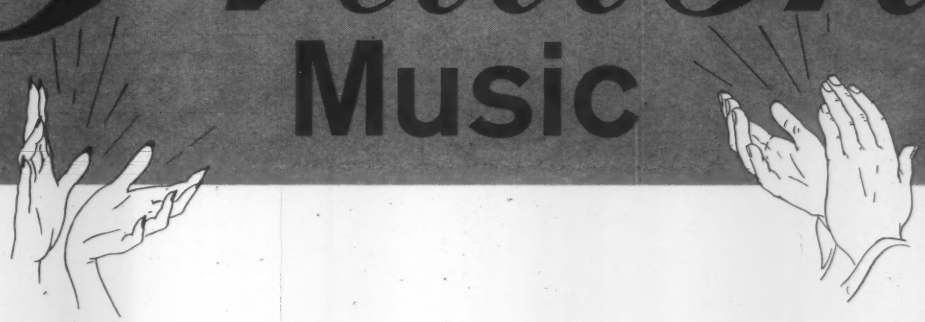
BONUS TIME OPPORTUNITY

KPHO-AM-TV, Phoenix, Arizona

RICHARD B. RAWLS, *Vice President*

"We decided to put the midnight to dawn hours to work. In Programatic we found the perfect program service. Economy, Reliability, Prestige... Programatic has them all. After 18 months, we're still enthusiastic over the service and the results."

O-Vation Music



Programatic announces a sparkling new programming concept—*O-Vation Music*. A radio programming milestone, O-Vation heralds the finest adult music available today. And what entertainment. Exciting new arrangements. New music! New artists! A totally new sound!

Naturally we want everyone to get acquainted with the unique new features of O-Vation Music. We believe it can make *your* station operation even more audience-appealing, more profitable.

***See* the remarkable automated Programatic equipment, *hear* the great new O-Vation sound during the N.A.B. Convention at the Programatic Exhibit, Area #5, Shoreham Hotel. You'll find out why Programatic rates its compliments, and how *you* can get O-Vation Music *exclusively* in your market.**

PUT *Programatic*
"the Sound of Success"
TO WORK FOR YOU
Adult Music • Automated Equipment.

Programatic Broadcasting Service PS
229 Park Avenue South, New York 3, N. Y.
I am interested in Programatic – exclusive for my market.
I want to *hear* how the "Sound of Success" can build my profits.
Send me the facts – fast!

Name_____

Address_____ Station_____

City_____ Zone_____ State_____

What they see on WJAC-TV

THEY BUY!

Smart advertisers are cleaning up in the Johnstown-Altoona market by using WJAC-TV.

They can't miss! Both ARB and Nielsen rate WJAC-TV tops, month after month. And those statistics represent product-purchasing people, who buy what they see on WJAC-TV.

Advertise your product on WJAC-TV, and get ready for sales action!

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*Reg. U.S. Patent Office

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fans. . . . We are highly competitive with this newspaper and always have been. . . . I wish other stations who are doing a good job could feel the pride and satisfaction of having their competition pat them on the back for a job well done. It seems to make all the effort worthwhile. . . .—*Samuel P. Thrower, President and General Manager, WATO Oak Ridge, Tenn.*

The fm story

EDITOR: . . . Your article on the fm situation was second to none. Feature articles on fm are few and far between. All the great descriptive adjectives which have been showered upon you in regard to the article are 100% justified.

Could you please send two dozen reprints. . . . —*Richard Ross, WDRN (FM) Darien, Conn.*

EDITOR: Please send us five reprints. . . . —*James W. Poole, Station Manager, WFLS Fredericksburg, Va.*

EDITOR: Please send 100 reprints. . . . —*Rev. Hugh M. Beahan, Director, Diocesan Office of Radio & Television, Grand Rapids, Mich.*

EDITOR: Please ship me 10 reprints. . . . —*William I. Rough, Operations Manager, WOWI New Albany, Ind.*

EDITOR: Please send 50 reprints . . . . —*Sid Roberts, Manager, WFMF (FM) Chicago*

EDITOR: Please send us 50 reprints. . . . —*Bill Currie, Station Manager, WRAL-AM-FM Raleigh, N. C.*

EDITOR: . . . May we have 50 reprints? . . . —*Thomas E. Steele, Manager, KBBI (FM) Los Angeles.*

Where Conelrad's needed

EDITOR: I would like to commend you for [the Conelrad] article (GOVERNMENT, April 10). . . . Should disaster. . . . occur . . . the citizens of Birmingham will most certainly evacuate [and most will] want to stop when they reach Sylacauga, about 50 miles south. This is where Conelrad needs to be. . . . We . . . are completely unable . . . to procure either emergency generators [or] Conelrad equipment . . . which would do more good on an arterial escape route than in a devastated area.

. . . We at WMLS can do more good than an entire national network [that has] gone dead with the downed lines and microwave towers. . . . We want to . . . participate . . . but . . . let's keep the scope and pace at a practical level. . . .—*Jim Rutledge, Chief Engineer, WMLS-AM-FM Sylacauga, Ala.*

RIDE 'EM COWBOY.. ..in COLOR!

Two more Color-Firsts have been enjoyed by the Fort Worth-Dallas area television audience.

The gay parade heralding the opening of The Southwestern Exposition and Fat Stock Show was televised in living color by WBAP-TV.

The exciting Fort Worth rodeo, the world's first indoors, was also telecast by the Fort Worth Star-Telegram station in living color.

All local live studio presentations by the pioneer station in Texas are now telecast daily in full color.

Color television is the super-market super-salesman of today and tomorrow.

Just as the persuasive colors of modern packaging cause the home-maker to reach a little faster for colorful products, color television causes the home-maker to take special notice of your products while she is deciding on her purchase.

Take advantage of the complete-color facilities offered by WBAP-TV in the Fort Worth-Dallas market, including two RCA color-equipped tape recorders.

Paar for Texas— in color, too!

WBAP-TV NBC 5

FORT WORTH: 3900 BARNETT ST.—DALLAS: 1900 NORTH AKARD

Peters, Griffin, Woodward, Inc.—*Exclusive National Representatives*

Michigan Week
May 21-27

New horizons are dawning everywhere in mighty Michigan, center of the dynamic Great Lakes region. In industry, science, transportation, community development, and other fields, exciting new projects are pointing the way to even greater economic strength and vitality.

We invite you to march forward with Michigan—to share in the benefits of its growth and expansion. A good place to start is the WWJ Stations in Detroit, basic sales media in the business heart of the state.

WWJ AM and FM **RADIO**
Detroit's Basic Radio Station

NBC

WWJ-TV
Michigan's First Television Station

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 8, 1961 Vol. 60 No. 19

Kennedy, Minow, Collins vitalize NAB

DYNAMIC NEW LEADERS, NEW PROBLEMS MAKE CONVENTION IMPORTANT

The New Frontier and one of its most-regulated national industries will meet face-to-face this week. Several thousand broadcasters converged on Washington at the weekend to

- Review what the new administration has done to them in its first 100 days, and
- Get a preview of what Washington will be up to next.

The top figures in government will meet under NAB's umbrella during the next several days. They include President John F. Kennedy, who speaks Monday morning; FCC Chairman Newton N. Minow, Tuesday luncheon speaker; the entire FCC, at a Wednesday morning few-holds-barred session, and members of Congress.

At stake for broadcasters will be what kind of and how much control over their daily operations can be expected from those presiding over their destinies.

Problems Galore ▪ The operating problems are boundless—government program controls, station breaks, sales of properties, advertising ethics, technical performance, monitoring and station checkups interlocked with license renewals, multiplexing and stereo, educational tv, election and campaign coverage, monopoly probes, pay television, tv violence, network option time and plans to overhaul the way the FCC conducts its own business.

In the face of this accumulation of governmental pressures the NAB will introduce its new president, Gov. LeRoy Collins, an experienced administrator and politician in his own right.

Under Gov. Collins' leadership the association is stepping up its voluntary house-cleaning through strengthened codes, programming projects, advertising checks and a critical self-analysis.

Gov. Collins has brought to the seat of government personal acquaintance with highest figures in Washington life. His record as governor of Florida and as permanent chairman of the Democratic convention last summer are naturally well-known in the nation's capital and his ability as a salesman is believed behind President Kennedy's acceptance of an invitation to address the NAB at a period of international and national tensions.

Two approaches to national broadcasting performance will thus dominate the convention—the government's somewhat paternalistic use of confused legislative and regulatory powers and the industry's self-regulatory moves.

Censorship ▪ The newest issue thrown into the broadcast scene is President Kennedy's recent proposal that newspaper publishers consider the national interest as well as news merit in deciding what to print. The White House has since explained that broadcasters and other news media come under the rather vague but sinister proposal for some form of self-censorship (see story page 48).

This Presidential request adds a solemn, almost warlike aspect to the convention, which takes place in a capital shaken by government efforts to cope with the intensifying cold war. In effect, the failure in Cuba and the Communist campaigns in the Far East have landed right on the broadcaster's doorstep.

Gov. Collins and the industry are far from accord on many of his approaches to voluntary policing of programming and standards. The governor's Monday luncheon speech will be directed to his concepts of industry performance and association operation. Listening closely will be networks, asked to provide "blue-ribbon" programs in "prime time," and individual broadcasters who will be exposed for the first time to his low-pressure, but eloquent type of oratorical persuasion.

Important Events ▪ All this adds up to four of the most intriguing days in broadcasting history.

It may not be the largest NAB convention in history, judging by the advance registration list (BROADCASTING, May 1), but it promises to be exceptionally revealing as such new officeholders as President Kennedy, Chairman Minow and Gov. Collins make their NAB convention debuts.

An unusual feature of the 1961 convention will be the exceptional opportunity for broadcasters to meet socially and in informal discussion with those who enact the laws and hand down the regulations.

The glittering social peak will be reached Tuesday evening at the NAB's government reception. Already over 700 guests have accepted invitations to join with perhaps 3,000 broadcasters at 5:30 p.m. in Sheraton Hall. Sheraton-Park Hotel, largest hotel ballroom in the Capi-

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■ Will JFK ask for voluntary censorship? . . . . . page 48
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■ American Women in Radio & Television hear Collins . . . page 83
■ Committees which planned for 1961 NAB Convention . . page 52

President to ask radio-tv censorship?

'VOLUNTARY' CODE AND CENSOR STAFF READY FOR IMMEDIATE USE

The first peacetime censorship in U. S. government history may be invoked unless the news media massively resist it.

President Kennedy has already suggested that newspapers withhold information of value to the nation's enemies. In an April 27 speech to the American Newspaper Publishers Assn. he said: "If the press is awaiting a declaration of war before it imposes the self-discipline of combat conditions, then I can only say that no war ever posed a greater threat [than the Communist bloc now poses] to our security."

Whether he will make a similar appeal to broadcasters during his appearance today (May 8) at the NAB convention could not be learned. But last week his assistant news secretary, Andrew Hatcher, told BROADCASTING that the President's remarks about newspaper self-discipline applied equally to radio and television.

The President has scheduled a conference tomorrow with leaders of the American Newspaper Publishers Assn., the American Society of Newspaper Editors, the Associated Press and United Press International. Voluntary censorship will be discussed.

In his ANPA speech the President said that "no governmental plan should impose its restraints against your will," and he added that he was "not suggesting any new forms of censorship or new types of security classifications." What he did not mention, in his speech to the publishers was that the apparatus for voluntary censorship administered by the government already exists.

A stand-by cadre of an Office of Censorship has been on active reserve status for several years, and a stand-by code of voluntary censorship was approved by the government in 1958. BROADCASTING exclusively published the text of the code in its issue of Aug. 4, 1958.

Last week an official of the Office of Civil and Defense Mobilization referred a reporter to BROADCASTING's 1958 report with the remark that this magazine's version of the code was "95% correct." The text of the code is reprinted below for the information of broadcasters.

Code of Censorship

To all newspapers, magazines, radio and television stations, and other conveyors of information to the public:

This code is issued pursuant to instructions of the President. It is essential that no information of possible value to our enemies be made available to them. Until detailed guidances are promulgated, all media are asked not to publish or broadcast[1] information in the following categories unless the information is made available for publication or broadcast by appropriate authority or if no objection is found by the Office of Censorship.

The code is but a guide and cannot cover all possible contingencies. Ask yourself always, "Is this information I would like to have if I were the enemy?" and then act accordingly. Use of implication or speculation as a device to convey information helpful to the enemy undermines the purpose of voluntary censorship.

If anyone is in doubt, in any particular case, whether the information in question would aid the enemy, he should ask for clarification from the Office of Censorship, which can be reached by mail at the Office of Censorship, Washington 25, D. C., or by telephone ———— or ————.

War Plans

War plans, or diplomatic negotiations, or conversations which concern military operations.

Attacks

Information about actual or impending enemy attacks on continental United States, its territories or possessions, and its establishments abroad or those of its allies.

It must be borne in mind constantly that in possible nuclear warfare, in particular, every editor and broadcaster should assume responsibility in preventing panic and needless loss of life. It would be most damaging to the public interest to circulate the following:

1. Rumors, unconfirmed reports and speculation about destruction of life or property or fallout possibilities until officially announced.

2. Information about actual or impending enemy attacks on continental United States, its territories or possessions, and its establishments abroad.

3. In case of attack, broadcasts, regardless of context, concerning an impending raid or during a raid, except as authorized by appropriate authorities.

It is requested that publication of radio or television broadcasts immediately following an alert or an attack be limited to official announcements except for:

1. The fact of the attack and the general, but not the specific, area of its impact;

2. The bare fact that defense measures are being taken.

Except as officially announced, the nature of the attack (whether conventional or nuclear, whether by air, missile, or otherwise, or how many planes, missiles or other weapons were involved) should not be disclosed or estimated.

After an attack appears to have ended, there is no objection to general descriptions of what has happened provided such reports (except for official announcements) do not:

1. Deal with or refer to unconfirmed versions or rumors.

2. Estimate the strength of the attacking force, such as the number of planes or missiles; or their position or routes;

3. Estimate extent of casualty or make any reference to damage to military objectives such as fortifications, railroads, ships or industrial plants engaged in war work;

4. Describe except in the most general terms the counter-measures of defense.

At no time should photographs, films, or live television programs portray any more information than is given official clearance by appropriate authority or the Office of Censorship.

As used in this section, and elsewhere in this code, the term "officially" means by authority of constituted federal officials under the commander-in-chief, and does not include

[1] There are three types of broadcast media with which this code deals: standard broadcast stations, fm broadcast stations, and television broadcast stations. The signals of standard broadcast stations can be disguised in such manner, through the system known as Conelrad, as to assure reasonable defense against their use by an enemy as bombing target patterns. Fm broadcast stations and television broadcast stations signals, however, cannot be so disguised because of their characteristics. This code anticipates, therefore, that there will arise circumstances other than those here covered in which some broadcast facilities may remain on the air in certain emergencies, when others perforce must remain silent. In such cases, the Office of Censorship will be concerned only with those that are broadcasting. Any question arising with respect to the silent stations should be addressed to other government authorities. The identity of those authorities will be communicated to stations in due course.

local police or other municipal officials unless federal officials have turned over complete authority to them in an emergency.

In short, it is vital that the enemy should not learn from our press or broadcasters just what he has done with his bombs, shells or missiles. On the other hand, there is left considerable scope for news enterprise. It is not intended to place any barrier to the reporting of such matters as feats of heroism, incidents of personal courage, or response to duty of the military or civil defense worker.

Allied Forces

Location, identity, composition, equipment, movement or prospective movement of United States (allied) Army, Navy or Air Forces units.

Identification of combat casualties until made available by the concerned military department or next of kin.

Ships

Identity, location, character, description, equipment, assembly, parts, movements, and prospective movements of naval vessels, transports, and convoys, whether of the United States, its allies or the enemy, by sea or air.

Identity, location, cargoes and movements of merchant vessels of any nationality.

Existence of mine fields or other harbor defense, including secret guides to navigators, by sea or by air.

Production, launchings or commissioning of vessels, aircraft, or missiles of any type of the United States, its allies or the enemy, by sea or by air.

Information about the sinking or damaging of war or merchant vessels of the United States, its allies or the enemy.

Aircraft and Missiles

Disposition, composition, movements, missions, or strength of United States, allied or enemy air units; military activities or commercial airlines.

Production data, including information concerning new and current military aircraft and related items of equipment, including missiles.

Fortifications and Installations

Location and description of fortifications, coast defense emplacements, anti-aircraft guns and other air defense installations, including defense installation details of public airports used for military purposes; location or description of camouflage objects.

Production

New or secret weapons, identity and location of plants making them; secret designs, formulas, processes or experiments connected with the war.

Rate of production, stockpiling and consumption of any specific type of war materiel used in or for specialized military operations.

Location, movement or transportation of war materiel.

Military Intelligence

Information concerning war intelligence or counter-intelligence, operations, sources, personnel, methods or equipment of the United States, its allies, or the enemy.

Classified detection devices.

Classified United States or allied means or systems of military communications.

Sabotage or what could be profitable sabotage targets to the enemy.

War Prisoners

Information as to arrival, movements, confinement or identity of prisoners of war.

Identity of persons arrested or interned as enemy aliens; location or operation of alien internment camps; places of confinement of civilians convicted of treason, espionage, or sabotage; persons who have voluntarily submitted themselves to protective custody.

Travel

Information about the movements of the President of the United States or of other high ranking civilian or military officials on diplomatic or military missions for the United States or its allies.

Photographs and Maps

Photographs or maps conveying any of the information specified in other sections of this code; aerial photographs of harbors, war plants, military or vital defense installations.

Weather

Weather forecasts or warnings other than those officially issued by the Weather Bureau under specific statement that they are cleared for publication and/or broadcast. When appropriately cleared forecasts or warnings applying to areas within the continental United States are received, those published by a single newspaper, or broadcast by a single radio or television station should cover only the state in which published or broadcast and not more than four adjoining states, parts of which lie within 150 miles of the point of publication or broadcast. When appropriately cleared forecasts or warnings applying only to oceanic or coastal waters (including storm, gale, or hurricane warnings for coastal areas) are received, they may be published or broadcast without restriction as to area.

Wind direction or barometric pressure in current, forecast, or past weather (including summaries and recapitulations) except when contained in emergency warnings released by the Weather Bureau specifically for broadcast.

Weather maps less than one week old.

Note: News stories and photographs about current and past weather occurrences in the state of publication and outside the state within 150 miles of the point of publication may be published but not broadcast. News stories and photographs about weather occurrences in other areas, especially storms and other extremes, will be appropriate for publication only when specifically cleared through the Office of Censorship. A consolidated table containing temperature and precipitation data for not more than 20 localities may be published but not broadcast. News stories, photographs and films about weather occurrences in any area will be appropriate for broadcast only when specifically cleared through the Office of Censorship.

Interviews and Letters

Interviews with service men or civilians involving combat operations outside the continental United States (including accounts of escapes) should be submitted before publication or broadcast either to the Office of Censorship or the appropriate service public information officer.

Letters from combat areas are censored in the field only for home consumption, not for publication or broadcast. When such letters are published or broadcast, information in conflict with provisions of this code should be eliminated. Special care should be used in handling escape accounts to eliminate all escape details and information which might lead to reprisals or endanger future escapes.

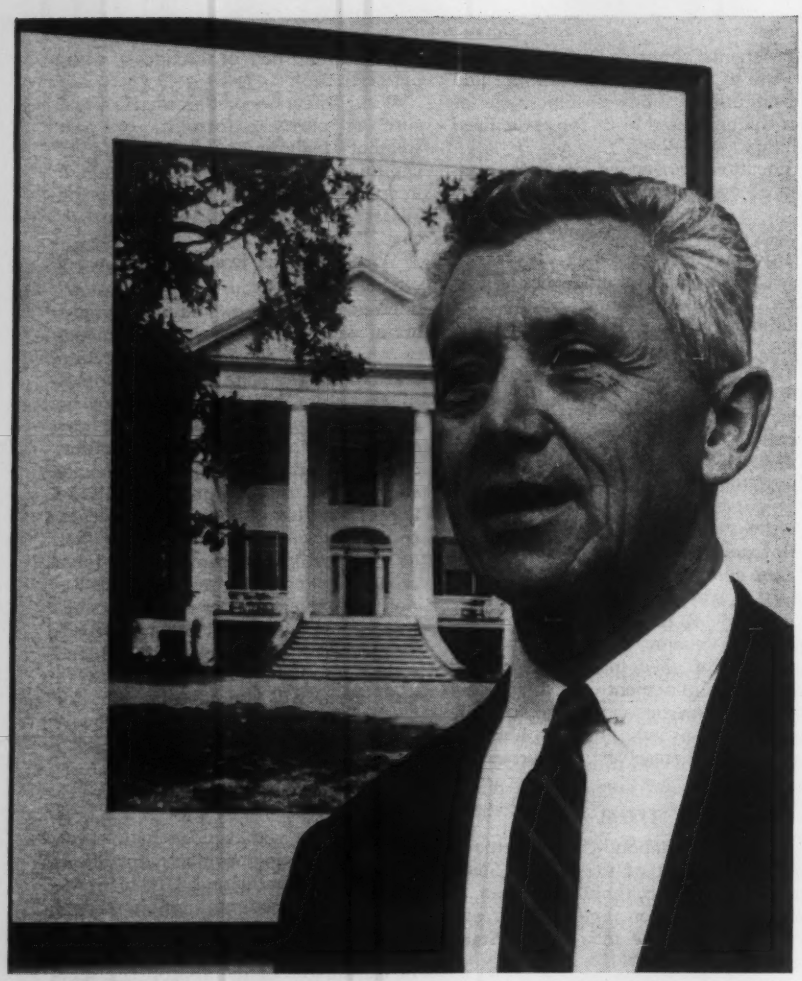
Accredited Correspondents

No provisions in this code modify obligations assumed by accredited correspondents who accompany United States armed forces.

War News Coming Into the United States

Generally, war information originating outside the United States territory may be published or broadcast if the information is carefully attributed (no material conflicting with the code should be added in rewriting information received from abroad).

continued from page 47



LeRoy Collins (shown here with picture of his Tallahassee home) will be on view for first time for most NAB delegates this week.

Two New Frontiersmen who will share top billing at NAB convention: President Kennedy (l) and FCC Chairman Newton Minow.

tal. About two-thirds of Congress will be there.

After the reception many of the state broadcaster delegations will hold dinner parties for their Representatives and Senators. Here they will have a chance to discuss their problems with legislators in the intimacy of private dining spots.

Minow to Speak ▪ FCC Chairman Minow, who has been taking powerful swipes at elderly traditions and jammed dockets, is expected to state his concepts of broadcaster responsibilities at the Tuesday luncheon. He'll have a chance to argue some of his ideas at the Wednesday morning rountable.

FCC's biggest bomb of the season came two months ago when the 1960 tv option time decision was pulled back for reconsideration. At issue is network-affiliate relationship—how much pay for stations and what time can the network preempt. Last September, under Republican chairmanship, the FCC cut option time in the four parts of the broadcast day from 3 to 2½ hours. An anti-trust aspect of option time is before the courts.

Not on NAB's agenda is a White House study of regulatory agencies, including the FCC, under direction of James M. Landis, ex-dean of Harvard Law School and once a New Deal administrator. A fortnight ago the White House sent to Congress a plan to give the FCC chairman more power and stiffen commission procedure. Dean Landis was the architect of this plan.

Hill Busy ▪ At this point Congress steps into the FCC scene. Both Commerce Committees are planning hearings on the reorganization. And in the offing is a rumored Landis plan to set up a radio spectrum czar to administer the allocation of frequencies to government and non-government users.

A number of important broadcasting bills are in the legislative mill. These include a proposal to make permanent last year's suspension of the Sec. 315 free-time requirement in elections. A half-dozen educational tv bills are in the hopper. The Senate has passed one to grant each state $1 million for etv. Then there are bills to license networks and restrict station sales; anti-pay tv bills; proposals to reimburse political parties up to $1 million for radio-tv time bought for presidential and vice presidential campaigns by major parties. Approaching committee hearings will cover the new regulatory proposals, network licensing and tv's relationship, if any, to juvenile delinquency.

Chairman Minow showed his willingness to speak openly with those he regulates by agreeing to impose no limits on questions to be asked at the Wednesday morning panel, with the possible ex-

HIGH!

Ohio's tallest TV (1104 ft.) and FM Antenna at (1000 ft.), plus new hi-power FM, boosted to 35 KW., November, 1960.

WIDE!

New maximum power TV thrust reaches out to cover almost 3 million people in the Dayton area (Ohio's 3rd market). New hi-power FM blankets a 22,000 sq. mile area.

and WHOLESOME!

Sensible programming variety — from good music, news and sports to thoughtful public service, local interest, and then some.

Check with George P. Hollingbery for data on WHIO-TV and WHIO-FM, Dayton's High, Wide and Wholesome power and programming pair.

WHIO
AM—1290 KC
FM—99.1 MC

WHIO-TV
CBS
Channel 7
Dayton
Ohio

SEAL OF GOOD PRACTICE

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

ception of those dealing with specific cases awaiting decision.

Etv Proponent ▪ He's expected to emphasize his enthusiasm for educational tv with federal aid; promise vs. performance, with field hearings; stepped-up enforcement of renewal procedures; "vigorous application of the law"; improved tone of programming, with offerings for all audience facets; station provision for development of local talent; alleged trafficking in stations at exorbitant prices. And he's known to feel that ratings exert an important if not unfavorable influence on programs, with some thought they may come under the FCC's purview.

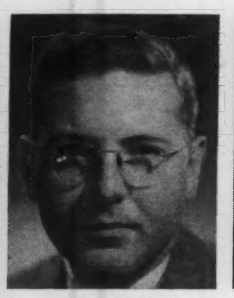
His two main assets for the post, Chairman Minow has said, are the fact that he want's no job in the industry and is not a candidate for reappointment when his term ends.

Advertising, Too ▪ The matter of deceptive advertising will come up at the convention in separate presentations covering the NAB radio and television codes. The Federal Trade Commission, headed by Chairman Paul Rand Dixon, will not take an official role in proceedings but FTC's influence will be apparent. This New Frontier watchdog over advertising claims is reorganizing to speed up its processing of allegedly deceptive advertising.

Chairman Dixon has told the Assn. of National Advertisers he expects to spank advertisers who come too close to the edge of the "thin ice of truth." (BROADCASTING, April 24). He said advertisers know when they are at the deception point, taking a calculated chance the campaign can pay off before the FTC catches up with it.

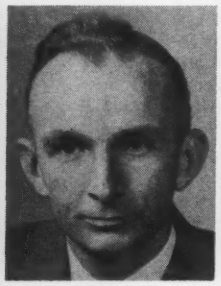
In the NAB presidency, a role he assumed Jan. 4, Gov. Collins has made it clear he feels "a sense of mission very similar to that I have felt in public service." Back of it is a desire "to help make

Mr. Lindsay



Mr. Martin

Mr. Arnoux



Mr. Bostic

Mr. Clay

NAB convention committees

Convention Committee: Merrill Lindsay, WSOY-AM-FM Decatur, Ill., and Dwight W. Martin, WAFB-TV Baton Rouge, La., co-chairmen (respectively vice chairmen of Radio and Tv Boards); Campbell Arnoux, WTAR-TV Norfolk, Va.; Thomas C. Bostic, KIMA Yakima, Wash.; Henry B. Clay, KTHV(TV) Little Rock, Ark.; Robert T. Mason, WMRN Marion, Ohio; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Odin S. Ramsland, KDAL Duluth, Radio Board chairman; W. D. Rogers, KDUB-TV Lubbock, Tv Board chairman; Jack S. Younts, WEEB Southern Pines, N. C.

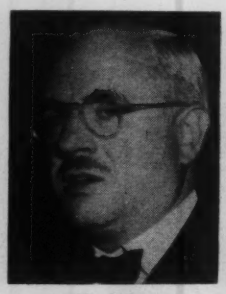
Resolutions Committee: John S. Hayes, Washington Post Broadcast Div., chairman; Robert C. Fellman, WPDQ Jacksonville, Fla.; Tom Johnson, KTOK Oklahoma City; C. Howard Lane, KOIN-TV Portland, Ore.; A. Louis Read, WDSU-TV New Orleans; Jack Roth, KONO San Antonio, and Willard E. Walbridge, KTRK-TV Houston.

Credentials Committee: Robert B. McConnell, WISH Indianapolis, chairman; Lyell Bremser, KFAB Omaha, Neb.; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; John R. Henzel, WHDL Olean, N. Y.; John J. Laux, WSTV-TV Steubenville, Ohio; James D. Russell, KKTV (TV) Colorado Springs, Colo., and Lester G. Spencer, WKBV Richmond, Ind.

Ladies Committee: Mrs. LeRoy Collins, honorary chairman; Mrs. John S. Hayes as chairman. Members include Mrs. Alfred R. Beckman, Mrs. Edmund G. Bunker, Mrs. Joseph Goodfellow, Mrs. Frederick S.Houwink, Mrs. Clair R. McCollough and Mrs. Sol Taishoff.

Committee to escort Judge Justin Miller for presentation of NAB Distinguished Service Award: J. Leonard Reinsch, Cox Stations, FCC Commissioner T. A. M. Craven and G. Richard Shafto, WIS-AM-TV, members of original committee that selected him for NAB presidency; Odin S. Ramsland, KDAL Duluth, Minn., chairman of 1961 awards committee; W. D. Rogers, KDUB-TV Lubbock, Tex., and Thomas C. Bostic, KIMA Yakima, Wash., respective chairmen of Tv and Radio Boards.

Escorts for President John F. Kennedy: Clair R. McCollough, Steinman Stations, NAB board chairman, and Merrill Lindsay, WSOY-AM-TV Decatur, Ill., co-chairman of convention.



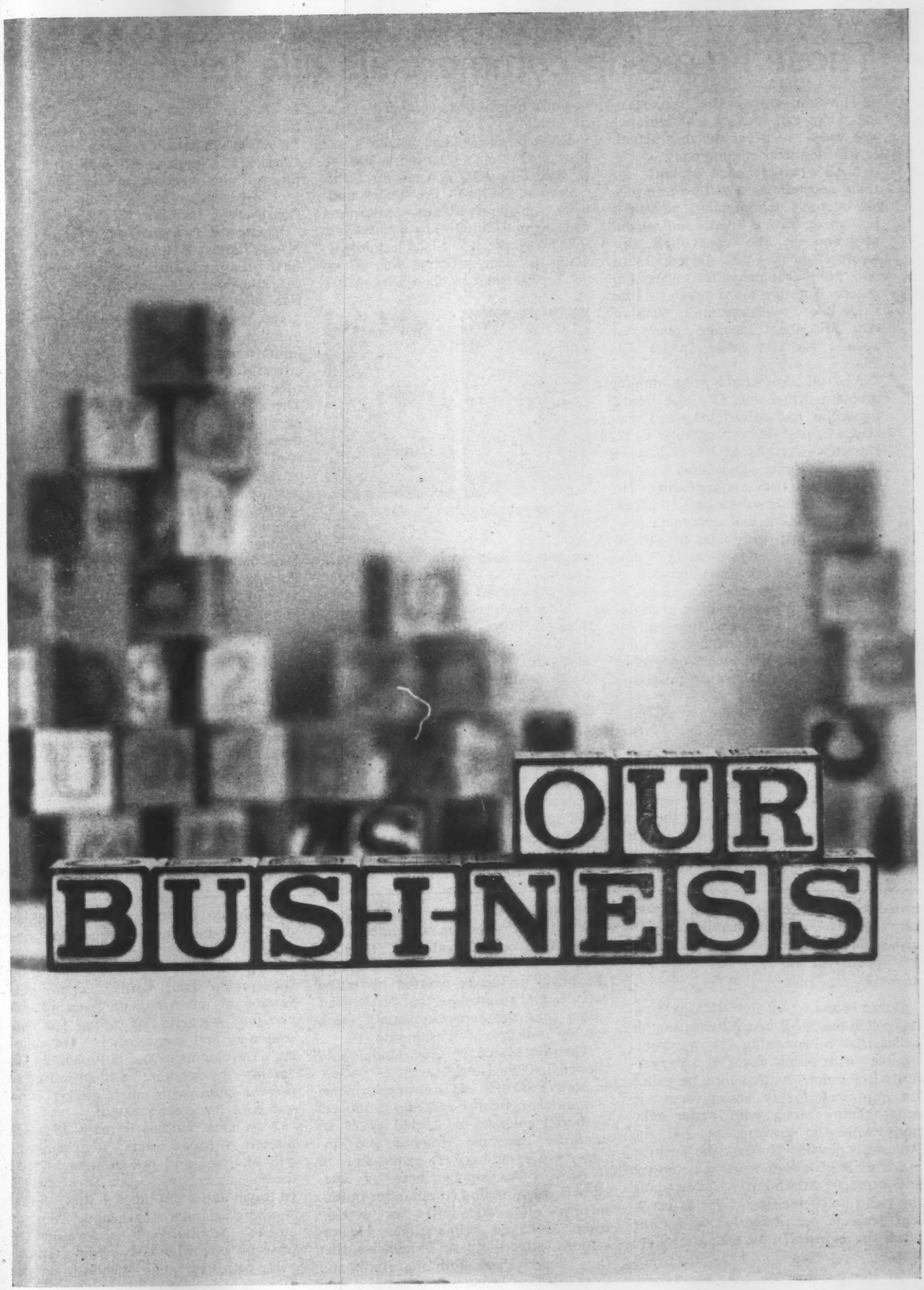
Mr. Mason

Mr. Petersmeyer

Mr. Ramsland

Mr. Rogers

Mr. Younts


OUR
BUSINESS

Those l-o-o-o-ng commercials due for look

The changing world of broadcasting codes ran into an old nuisance last week—tv programs that actually are non-stop commercials.

NAB's two-ply code structure for radio and television will go into program-length commercials, participation spots, station breaks and related programs at the convention this week. The Tv Code Review Board will hold a management-ownership session Tuesday morning; the Radio Code Board will program a Wednesday afternoon meeting (see full agenda for convention, pages 72-73).

The all-commercial programming problem, which the Tv Code Board figured it had solved long ago, has arisen in real estate programs. E. K. Hartenbower, KCMO-TV Kansas City, said some syndicated features violating the code are appearing. He advised tv code subscribers to check on their current and upcoming programs and if in doubt to double check with tv code offices in Washington, New York or Hollywood.

"The code makes exceptions in cases where the program is a singleton and serves a special community purpose," Mr. Hartenbower said. "For example, local fashion shows and similar one-time-only programs are permitted.

"Most straight commercial programs have been pretty well bottled up but there are housing shows and used automobile programs that are difficult to qualify under the code. There is no question that some of the shows, particularly in the real estate field, should be checked with the code staff, which will rule out any show that devotes 28 minutes out of a half-hour to solid sell—hard or soft."

Radio Code ▪ The Radio Code Board, less than a year old, is headed by Cliff Gill, KEZY Anaheim, Calif. Chairman Gill will lay the groundwork for the Wednesday afternoon code session, titled "The Radio Code —Who Needs It." Since last July 1, when the code structure was set up on a paid subscription basis, 1,231

Mr. Hartenbower

Mr Gill

am and fm stations have subscribed. This is 27.8% of the radio membership, considered a good start.

Allan Bachman of National Better Business Bureaus will describe how the BBB organization is working in its own campaign on behalf of truth in advertising and good taste. Leonard Matthews of Leo Burnett Co. will describe the activity of the American Assn. of Advertising Agencies and Assn. of National Advertisers in their joint code project.

Adam Young, head of the station representative firm bearing his name, will speak on the work of the radio trade practices committee of Station Representatives Assn. He is chairman of the commitee. Robert M. Booth Jr. will present the position of the Federal Communications Bar Assn., of which he is chairman. Charles M. Stone, radio code director, will give a report on code progress. All members of the Radio Code Board are to take part.

Changes ▪ Two changes in the old NAB Standards of Radio Practice have been made since last July. First, the allowable commercial time for 5-minute single-sponsorship programs was increased from 1¼ to1½ minutes. Second, maximum time limits were set, effective May 1, for advertising in announcement or multiple sponsorship program or both. These must not exceed an average of 14 minutes an hour on a weekly basis and in no event may they exceed 18 minutes in any single hour or 5 minutes in any 15-minute segment. Classified, shopping guide and auction programs are permitted 1½ minutes of advertising in each 5-minute segment.

At the tv code meeting Chairman Hartenbower will introduce a code presentation over which Charles H. Tower, NAB vice president, will preside. Frank J. Morris, head of the Hollywood code office, will review previewing of script and film of syndicated series produced by affiliates in the Alliance of Television Film Producers and independents.

Stockton Helffrich, director of the New York code office, will describe the work of that office in dealing with advertisers, agencies and code subscribers. Edward H. Bronson, director of tv code affairs, will describe administrative affairs. A regular meeting of the TvCode Review Board was scheduled Sunday, May 7.

broadcasting a greater force in American Life." (A detailed profile and analysis of Gov. Collins' approach to his job appears in the May issue of *Television.*)

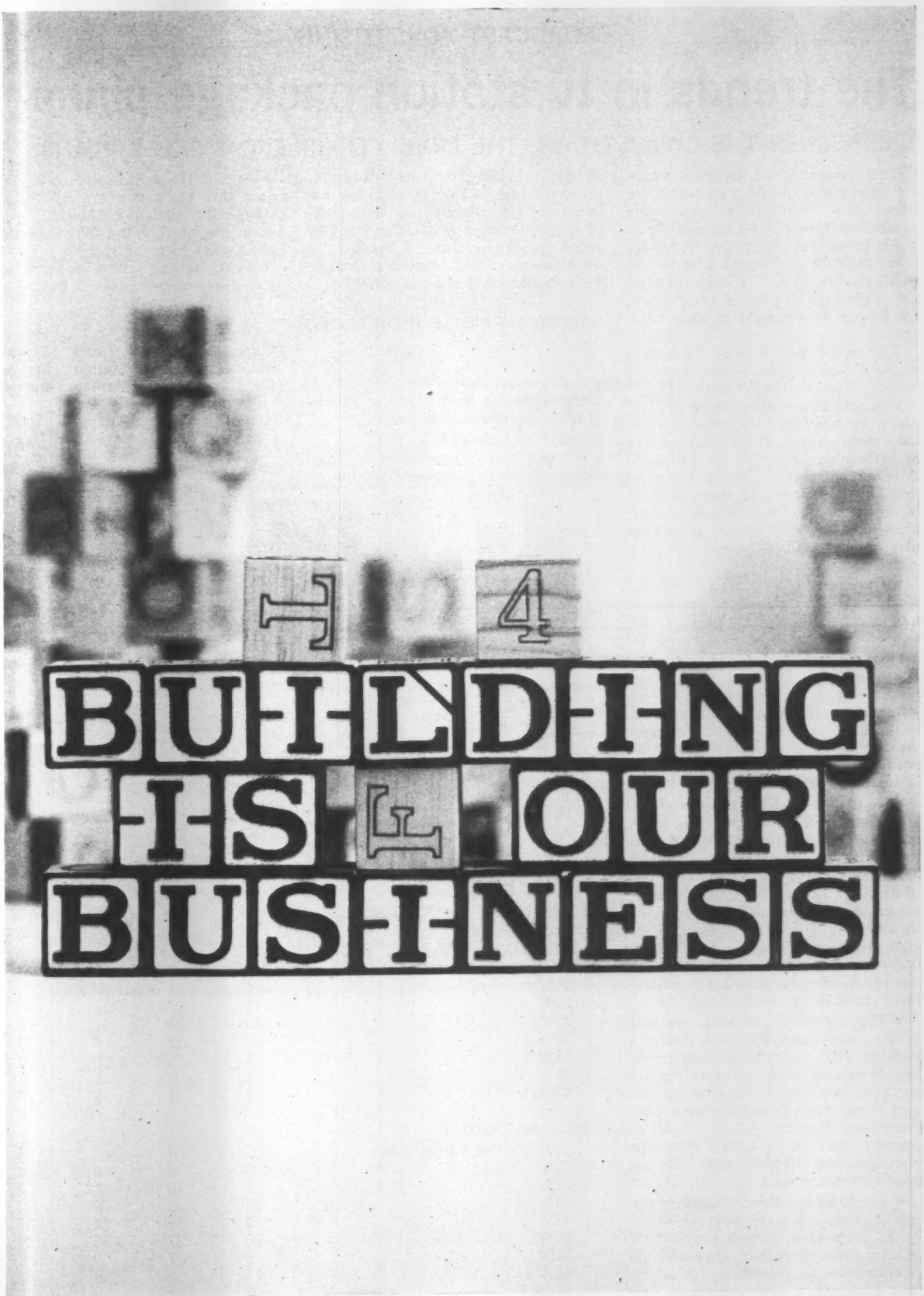
Board Jolted ▪ Last Feb. 10 Gov. Collins jolted the NAB board by stating his belief that broadcasting "is in serious trouble" with public favor at a dangerously low point. At that time he called for improved quality and diversity in programming along with better relations with the government and the American people. He took the position much of NAB's staff work is defensive and centered around trivia, describing the radio and television codes as excellent projects but defensive at a time when the industry must take the offensive.

In the process, he told the board, NAB should be reorganized. The structure is cumbersome, he contended, lacking unified, central authority. He took occasion in his board talk to denounce the heavy influence exerted by rating services and to propose that NAB itself rather than the networks should speak for the industry in Washington.

Then on March 15 Gov. Collins told the Radio Television Executives Society in New York that all industry segments —stations, networks and film producers —should make a concerted effort to eliminate excessive violence and improve programming. He proposed each tv network develop two hours of blueribbon programming (drama, fine music, information, education) for weekly broadcasting in prime time. He reminded advertisers and agencies that they should share both the credit and criticism that broadcasters get and said they should be sure their copy meets obvious and accepted standards of good taste.

Step Further ▪ He went further in his sponsorship stand April 22 at the convention of the American Assn. of Advertising Agencies by calling for conprograms and commercials. He called code development and enforcement his "major responsibility" and promised to use the codes with much greater effect and to a far greater extent.

Now Gov. Collins is ready to speak directly to broadcasters. It's certain he will hit hard and not hesitate to state the case as he sees it. The governor will be tough and blunt but will do it in that soothing manner that made him an effective administrator. It would surprise no one who knows him if members who had their behinds slapped responded by giving him an ovation.


BUILDING
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The trends in tv station package plans

THE KEENER THE COMPETITION, THE MORE FLEXIBLE THE SALES PLANS

The constant search by the advertising agency and its client for additional information on tv station time-selling trends has spurred one station representative—Weed Television Corp.—to come up with a tabulated summary of package-plan data. Its chief finding: the higher the degree of competition, the greater the flexibility in plans available.

The report, now making the rounds of NAB's convention, is summarized as follows (also see tabular material):

▪ Nearly all tv stations have package plans, as many as 95% of stations in the multi-station (four stations or more) markets, and 99% of stations in three-station markets. Of total stations listed in the report (the study is based on coverage of 490 tv stations in the U. S.), 438 (89%) publish a package plan, though availability varies by market size.

▪ Once out of the major markets where package plans are prevalent, more than a quarter of those in the single-station classification do not list a plan of any kind.

▪ More than 80% of all package plans are in fixed positions with run-of-station-only plans insignificant. Outlets in the multi- and three-station markets are more apt to offer both the fixed position and an ROS plan than stations in smaller markets.

▪ Plans based on the number of announcements purchased per week by an advertiser appear to be a nearly uniform method of packaging—and it's only in the multi-station markets that other plans occur (on dollar volume, bonus, AAA premium, etc.) but even then by only 10% of the stations. Variance in the qualifying number of spots occurs most widely in the multi-station market. Conversely there's a more uniform trend in the smaller markets.

▪ The five spots per week purchase is the most generally used base for package plans (incidence most prevalent in smaller markets) with the 10-per-week discount most cited as the maximum. Most frequently used minimum plan discounts: 20-30% with an opening discount of 25%; maximum plan discounts 40-50% with 50% the most commonly used.

▪ Less than one-third of stations permit package plans to operate in so-called prime-time, though nearly 50% of all stations do permit prime-time announcements to contribute for advertiser qualification. An average of 30% of stations in three, two or single-station markets allow package plans to operate in prime time. Slightly more than 60% in multi-station markets offer plans in prime-time (percentage is boosted by the existence of non-network stations in these markets, Weed explains).

▪ Special ID plans are the exception rather than the rule. Only 9% of all package plan stations in the U. S. publish a special incentive plan for this (10-second) form of spot.

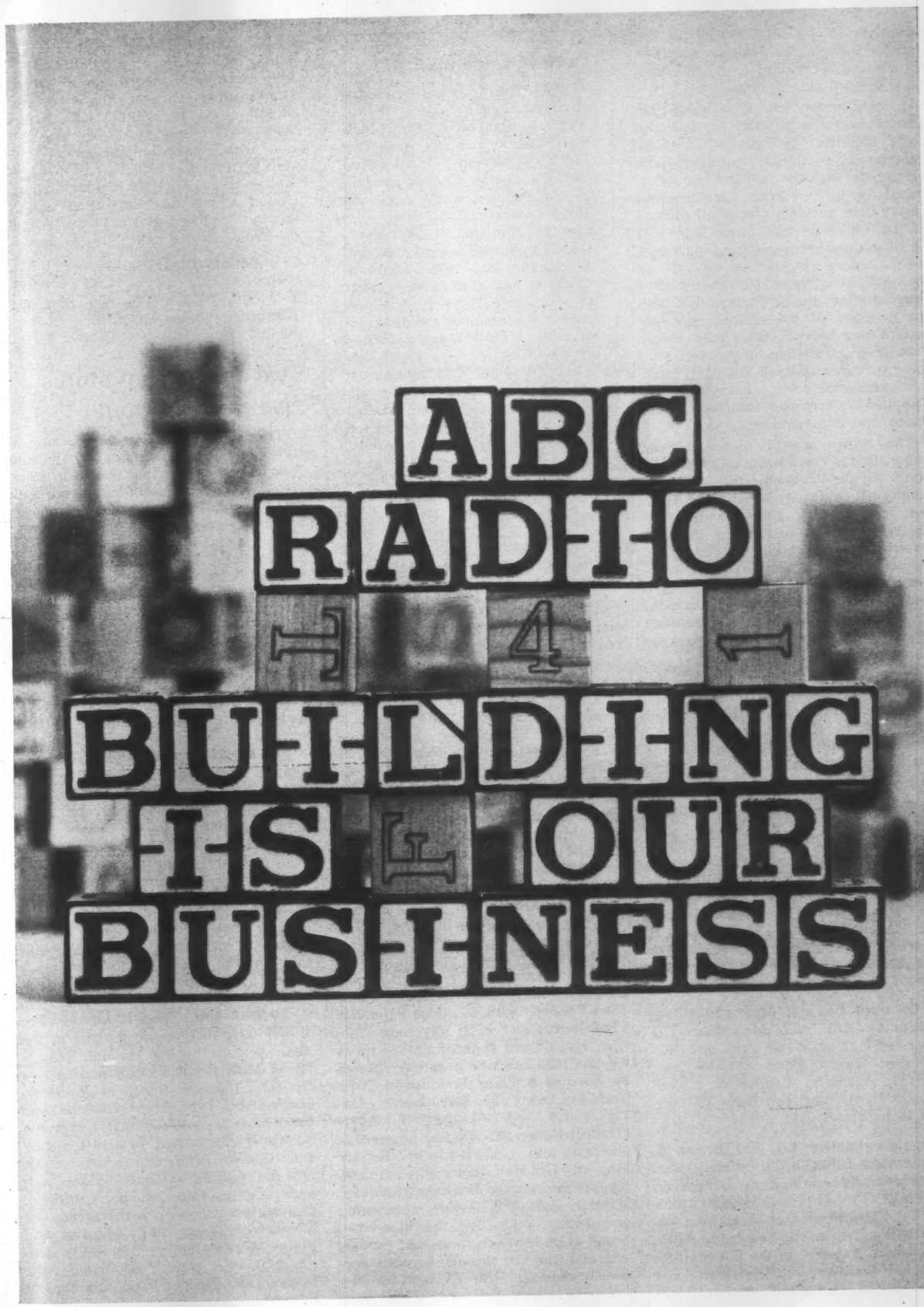
▪ Few stations allow consecutive-week discounts on package buying as

HOW DO THEY BASE THEIR PLANS?

	Multi-Station Markets	Three-Station Markets	Two-Station Markets	Single-Station Markets
Stations basing their plans on number of spots purchased per week	100%	100%	100%	100%
Number of stations	73	163	108	86
Number of spots entitling an advertiser to minimum plan discount:				
2 per week	1%	1%	2%	2%
3 per week	33	44	27	25
4 per week	—	**	—	—
5 per week	36	45	51	58
6 per week	19	9	17	7
More than 6 per week	11	**	3	8
**Less than 1%				
Number of spots entitling an advertiser to maximum plan discount:				
Less than 10 per week	6%	2%	2%	6%
10 per week	26	39	43	45
11 per week	—	—	1	—
12 per week	11	12	15	10
13 per week	—	—	—	1
14 per week	4	1	—	—
15 per week	17	20	9	14
16 per week	1	—	—	—
18 per week	—	1	4	1
20 per week	14	16	18	9
More than 20	21	9	8	14

HOW DO THEY DISCOUNT?

Stations basing plan on spots purchased per week	100%	100%	100%	100%
Minimum Discount:				
10% off the 1-time rate	10	6	6	7
15%	6	11	7	10
20%	15	25	17	17
25%	23	28	32	26
30%	23	15	16	24
35%	8	6	10	2
40%	8	6	6	7
Others	7	3	6	7
Maximum Discount:				
25% off the 1-time rate	5	4	—	4
30%	6	6	3	4
35%	7	6	2	2
40%	23	26	26	32
45%	8	15	24	11
50%	30	32	30	35
55%	8	7	6	1
60%	11	2	6	7
Others	2	2	3	4


ABC
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incentives (less than 20% of all stations), though multi-station markets show more inclination to do this than do smaller-market stations.

In its summary, the Weed tabulation also reviews the "status" of tape and color facilities. It finds 40% of all commercial tv stations equipped with video-tape, with the availability concentrated in larger-market classifications (more than three-fourths of all stations in multi-markets and more than half of all stations in three-station markets). As for color: 211 stations, or 43% of the total, are equipped to transmit color programming and/or commercials with the majority of the stations currently transmitting network color only. More than 25% of stations in markets with three or more stations not only transmit network color, but also are equipped to originate local color programs and commercials.

The rep firm noted in its analysis that prime time is considered to be the station's "highest classification for announcements. It may be noted as AAA, AA or A time on the individual station's rate card." In defining the consecutive week discount, the report did not consider the availability of consecutive week discount on straight rate-card announcement or program purchases but specifically refers to the discount shown to be applicable to a package plan purchase.

What defines a "package plan" in the Weed spot dictionary? "By the number of spots entitling an advertiser to plan rates and by the discounts offered." (Discounts are shown off the one-time rate.)

Business briefly...

Ford Motor Co., R. J. Reynolds Tobacco Co., and **National Biscuit Co.** have each renewed sponsorship of NBC-TV's *Wagon Train* (Wed., 7:30-8:30 p.m. NYT) next season. The series is sold out. Agencies: J. Walter Thompson (Ford), William Esty (R. J. Reynolds) and McCann-Erickson (National Biscuit).

P. Lorillard Co. and **American Home Products Corp.** will co-sponsor *The Price Is Right,* nighttime series on NBC-TV next season (Mon., 8:30-9 p.m. NYT). Agencies: Lennen & Newell (P. Lorillard), and Ted Bates (American Home Products).

Colgate-Palmolive Co. and **Brown & Williamson Tobacco Co.** ordered sponsorship in *Robert Taylor's Detectives,* on NBC-TV (Fri., 8:30-9:30 p.m. NYT). The Four Star Television series will move in the fall from ABC-TV, where it started in the fall of 1959 in a half-hour version. Agencies: Ted Bates & Co. (Colgate-Palmolive), and Keyes, Madden & Jones (Brown & Williamson).

Does M-E tell M-M

When is a product conflict a product conflict?

Colgate-Palmolive Co., New York, announced last week that McCann-Erickson Inc., New York, was being dropped as agency for the company's Ajax and Spree Detergent-Soap Bar. Billing was estimated at $4 million. Only three weeks ago McCann-Marschalk Co., like McCann-Erickson Inc., an agency under the corporate umbrella of Interpublic Inc., obtained the detergent account of Tidy House, a division of the Pillsbury Co., which has billing of about $1.8 million. It was the view of Interpublic officials that there was no product conflict since McCann-Erickson and McCann-Marschalk are separate and distinct agencies. Colgate-Palmolive reportedly did not share this interpretation.

Pittsburgh Plate Glass Co., Pittsburgh, and **Douglas Fir Plywood Assn.,** Tacoma, Wash., will co-sponsor *David Brinkley's Journal* on NBC-TV next season (Wed., 10:30-11 p.m. NYT), making the weekly colorcast news series a sell-out. Agencies: BBDO, N. Y. (Pittsburgh Plate Glass), and Cole & Weber, Seattle (Douglas Fir).

United Motors Service Div. of General Motors Corp., **Gillette Safety Razor Co., Colgate-Palmolive Co., R. J. Reynolds Tobacco Co.** and **Liggett & Myers Tobacco Co.** are among the advertisers to order sponsorship of NBC-TV's coverage of four major football bowl classics. All four games are sold out more than seven months in advance of the telecasts. They are: Rose Bowl (Jan. 1, 1962), co-sponsored by Gillette (Maxon Inc.) and Chrysler Corp. (BBDO); East-West Shrine Game (Dec. 30), with Colgate-Palmolive (Ted Bates) and R. J. Reynolds (William Esty) each sponsoring one quarter, and the remaining half sponsored by Savings & Loan Foundation (McCann-Erickson); Pro Bowl Game (Jan. 14, 1962), with Liggett & Myers (Dancer-Fitzgerald-Sample) sponsoring one-half, and United Motors Service Div. of General Motors (Campbell-Ewald) and Carter Products (Sullivan, Stauffer, Colwell & Bayles) sponsoring one quarter each, and the Blue-Gray Game (Dec. 30), co-sponsored by Gillette and Chrysler through agencies previously named. NBC-TV also has the following order for two other post-season football classics: National Football League Championship Game (Dec. 31), one-quarter sold to Philip Morris (Leo Burnett) and one-quarter to Ford Motor Co. (J. Walter Thompson); Sugar Bowl (Jan. 1, 1962), one-half sold, with United Motors Service Div. and Wynn Oil (Erwin Wasey, Ruthrauff & Ryan) each taking one-quarter. United Motors has also ordered quarters in the Liberty Bowl (Dec. 16) and the Senior Bowl (Jan. 6, 1962).

El Producto Cigar Co., N. Y., is co-sponsoring *Fight of the Week* on ABC-TV (Sat., 10 p.m.) through Sept. 30. The other sponsor is Gillette. El Producto's agency: Compton Adv., N. Y.

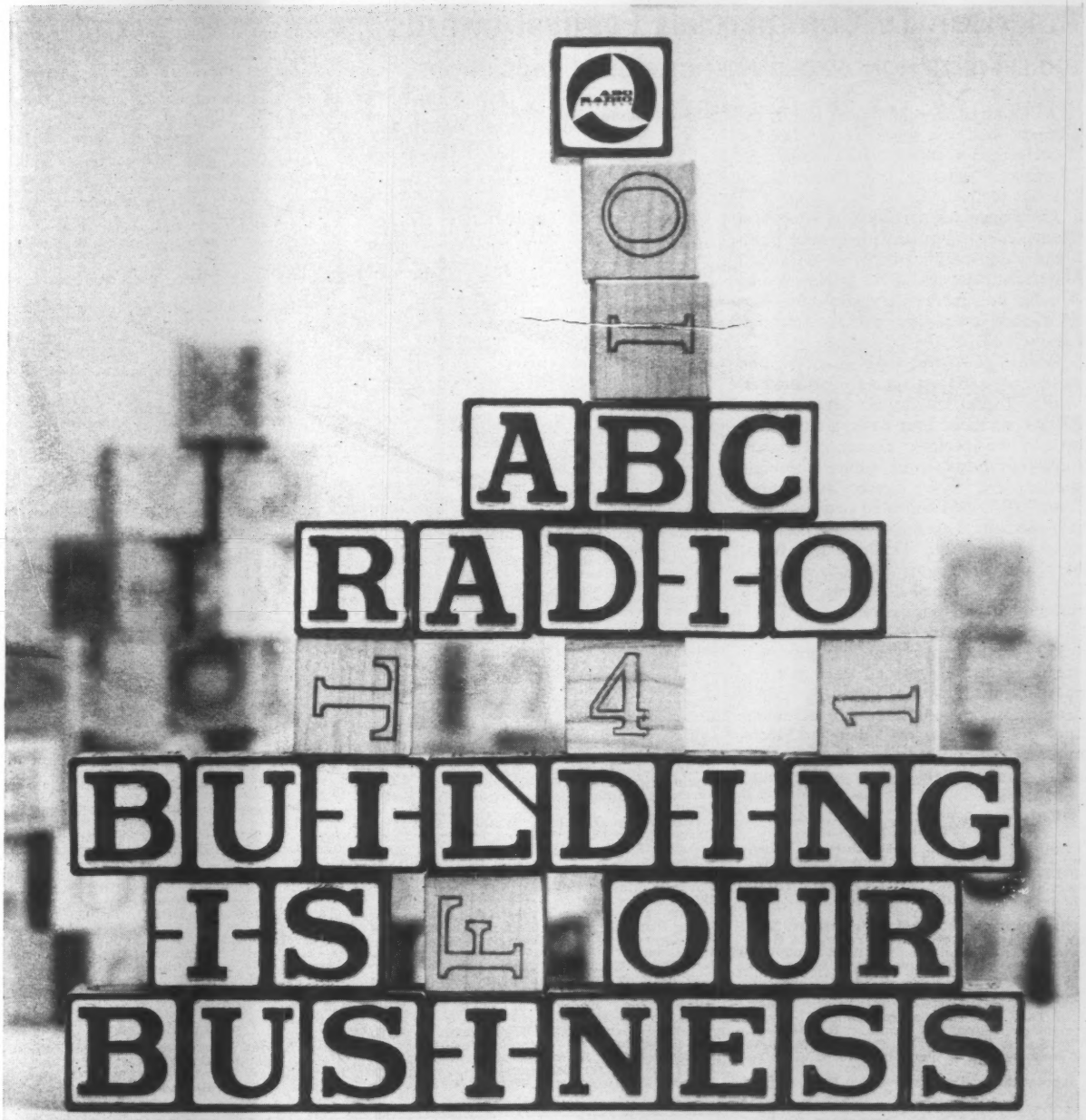
Two department stores give radio a tryout

Two Southern California department store operators, The May Co. in Los Angeles and Walker Scott in San Diego, have started six-month test saturation radio campaigns based on the one-year test conducted by Radio Advertising Bureau for the Higbee Store in Cleveland. The May Co. campaign, budgeted at $180,000, calls for the use of from 200 to 400 one-minute spots on KABC, KFI, KFWB, KGBS, KHJ, KMPC, KNX, KPOL Los Angeles, and KGIL San Fernando. Agency is Milton Weinberg Co., Los Angeles.

The Walker Scott campaign, budgeted at $35,000, will run in "waves," using 150 to 300 one-minute spots a week, on KCBQ, KDEO, KFMB, KGB, KOGO, KSDO and KSON San Diego. It's placed by Treadwell & Shoemaker, San Diego. Jingles will be combined with product commercials in both campaigns.

Philip Morris renews shows

Philip Morris Inc. has renewed its participating sponsorship of four prime-time tv programs next season. All of them are on CBS-TV. Present plans call for the programs *Dobbie Gillis* (Tue. 8:30-9 p.m.); *Rawhide* (Fri. 7:30-8:30 p.m.); *Perry Mason* (Sat. (7:30-8:30 p.m.); and *Route 66* (Fri. 8:30-9:30 p.m.), to be telecast in the same periods during the fall season. Philip Morris will sponsor one half of *Dobbie Gillis,* one-fourth of *Route 66* and one-third of both *Rawhide* and *Perry Mason.* All the major cigarette brands manufactured by the company will be involved in the various shows, but the pairing of individual brands and programs has not been decided. Leo Burnett, Chicago, is the agency for Marlboro, Alpine, Philip Morris and Philip Morris Commander, while Benton & Bowles, New York, handles the Benson & Hedges and Parliament brands.



BUILDING PROGRAMS: In October, 1960, ABC Radio made a major program change — introduced "Flair" in the afternoon — gave "The Breakfast Club" a modern sound and put more freshness and vitality into its News programs.

BUILDING LOCAL RATINGS: Immediate results showed in big and small markets alike with improved ratings — KMBC, Kansas City — share increase from 23.3% to 37.5%; WWIN, Baltimore — 12 times the audience versus last year; KALB, Alexandria — led all rival stations 3 to 1 in all time periods; WNDU, South Bend — "Flair": Share 46.3% — double the preceding program and 120% higher than the next highest station — WMNI, Columbus — increased share from 12.0% to 26.0% with Flair and increased share from 6.0% to 15.0% in Breakfast Club.

BUILDING NATIONAL RATINGS: As the new programming caught on in market after market, the national Nielsen showed ABC Radio up in all program categories (Nielsen, February 1, vs. January 2). "Breakfast Club" +13%, "Flair" +40%, Weekend News +30%, Weekday News, +53%.

BUILDING SALES: The end result — the one that means most to stations and advertisers — SALES FOR THE FIRST QUARTER — Breakfast Club up 11.2%; Weekday News up 11.0% Five Star Final up 23.3%.

BUILD WITH THE NETWORK THAT IS BUILDING TOWARD THE MAGIC MARKET OF THE 60's—ABC RADIO.

American Tv Commercials Festival awards

100 EFFORTS HONORED, 8 AGENCIES GET LION'S SHARE

A hundred commercials made the winners' reel last week at the Second American Tv Commercials Festival and 25 others entered the Commercials Classics Hall of Fame.

Eight agencies, screened by peers and clients, each emerged with four or more plaques and certificates from the award lunch Thursday (May 4) in New York. Among themselves they accounted for 55 awards, more than half the total for commercials of the past year.

Benton & Bowles took six bests, one runner-up and two special citations. J. Walter Thompson turned out six bests. BBDO produced four bests, six runners-up and two specials. Young & Rubicam took four bests, three runners-up, one special and one director's citation. Campbell-Ewald collected two bests and two specials. Leo Burnett, one best and three runners-up. Doyle Dane Bernbach, six runners-up and four specials. Ogilvy, Benson & Mather, one best, two runners-up and one special.

The winner's group was skimmed off 1,352 entries this year. Eighty ad-executive jurors screened them for impact, believability, tastefulness, copy, demonstration, audience involvement and employment of television techniques. The complete list, naming category, commercial, client, agency and producer:

PRODUCTS

Apparel category: Best—DuPont "Westbury Fashions," E. I. duPont de Nemours; BBDO, Videotape Productions of N. Y. **Runner-up**—DuPont "Dacron and Cotton Blouses," E. I. duPont de Nemours; BBDO, NTA Telestudios, N. Y.

Appliances: Best—G.E. Refrigerator "Tango," General Electric Co.; Young & Rubicam, VPI Productions, N. Y. **Runner-up**—Singer Sewing "Dressmaking," Singer Sewing Machine Co.; Y&R, Audio Productions, N. Y.

Automobiles: Best—Corvair "Oasis," Chevrolet Div., General Motors; Campbell-Ewald, American Films, St. Louis. **Runner-up**—VW Sedan "Italian Designer," Volkswagen of America; Doyle Dane Bernbach, VPI Productions, N. Y.

Auto Accessories: Best—Delco Replacement Parts "Dynamo," Delco-Remy Div., United Motors Svce.; Campbell-Ewald, Arco Productions, Paris & N. Y. **Runner-up**—DuPont "Telar," E. I. duPont de Nemours; BBDO, Pintoff Productions, N. Y.

Baked Goods: Best—Drake's Ring Dings "Follow The Leader," Drake Bakeries; Y&R, Sarra, N. Y. **Runner-up**—Downyflake Muffins "Coming Up!," Downyflake Foods; Smith/Greenland Co., Elliot, Unger & Elliot—Screen Gems, N. Y.

Bath Soaps: Best—Praise "Laurie Peters," Lever Bros.; Cockfield, Brown Ltd., Toronto, B. L. Assoc., N. Y. **Runner-up**—Ivory Bar "Eleventy-Eight Children," Procter & Gamble; Compton Adv., Elliot, Unger & Elliott—Screen Gems, N. Y.

Beers & Wines: Best—Jax Beer "Kangaroo," Jackson Brewing Co.; Doherty, Clifford, Steers & Shenfield, Pelican Films, N. Y. **Runner-up**—Martini & Rossi "Crate at Sea," Renfield Importers; Reach, McClinton & Co., MGM-TV, Culver City, Calif.

Breakfast Cereals: Tie for Best—Post Toasties "Typewriter," General Foods; Benton & Bowles, Craven Film Corp., N. Y. Kellogg's Snack-Pak "What To Buy," Kellogg; Leo Burnett Co., Chicago, Filmfair, Hollywood.

Cake Mixes: Best—Duncan Hines Early American "Date Nut," Procter & Gamble; Gardner Advertising, St. Louis, Wilding, Chicago. **Runner-up**—Betty Crocker "Marble Cake," General Mills; BBDO, MPO Videotronics, N. Y.

Cigarettes & Cigars: Best—Lucky Strike "Match," American Tobacco; BBDO, MPO Videotronics, N. Y. **Runner-up**—Marlboro "Coffee," Philip Morris; Burnett, Chicago, Wilding, Chicago.

Coffees & Teas: Best—Instant Maxwell House "Iced," General Foods; B&B, Television Graphics, N. Y. **Runner-up**—Maxwell House "Coffee Basket," General Foods; Ogilvy, Benson & Mather, Television Graphics, N. Y.

Consumer Services: Best—Esso Oil Heat "Cat," Imperial Oil Ltd., Canada; MacLaren Advertising, Toronto, Elektra Film Productions, N. Y. **Runner-up**—Allstate "No Accident," Allstate Insurance; Burnett, Chicago, Quartet Films, Hollywood.

Cosmetics & Toiletries: Best—Ban Deodorant "Documentary," Bristol-Myers; Ogilvy, Benson & Mather, WCD Productions, N. Y. **Runner-up**—Five Day Pads "Effectiveness," Five Day Labs.; Doyle Dane Bernbach, Elliot, Unger & Elliot—Screen Gems, N. Y. **Special Citation**—Johnson's Baby Cream "Getting Married," Johnson & Johnson; Y&R, On Film Inc., Princeton, N. J. **Special Citation**—Pal Blades "Mr. Pal," American Safety Razor Corp.; Kenyon & Eckhardt, MPO Videotronics, N. Y.

Dairy Products & Margarines: Best—Blue Bonnet Margarine "Squeeze & Closeups," Standard Brands; Ted Bates, Transfilm-Wylde Productions, N. Y. **Runner-up**—Mrs. Filbert's Margarine "Boy & Sister," J. H. Filbert Co.; Y&R, Elliot, Unger & Elliot—Screen Gems, N. Y. **Honorable Mention**—American Dairy Assn. "Milk Wagon," Campbell-Mithun, Minneapolis; Swift-Chaplin Productions, Hollywood.

Dentifrices: Best — Crest Toothpaste "Cheryl Clapham," Procter & Gamble; B&B, Television Graphics, N. Y. **Runner-up** Gleem Toothpaste "Pete & Joe," Procter & Gamble; Compton, Producing Artists, N. Y.

Gasolines & Lubricants: Best—Texaco "Little Girl—Tricycle," Texaco; Cunningham & Walsh, Craven Film Corp., N. Y. **Runner-up**—Shamrock "One Drop Jazz," Shamrock Gas & Oil; McCormick Co. Advertising, Amarillo, American Films, St. Louis.

Gift Items (Cameras, Watches & Toys): Best—Kodak Film "Take a Picture," Eastman Kodak Co.; J. Walter Thompson, MPO Videotronics, N. Y. **Special Citation**—Hallmark "Hand of Man," Hallmark Cards; Foote, Cone & Belding, VPI Productions, N. Y.

Hair Preparations: Best—Prell Concentrate "Fur," Procter & Gamble; B&B, Transfilm-Caravel, N. Y. **Runner-up**—Toni Home Permanent "Hidden Body," Toni Div., Gillette Razor Co.; North Advertising, Chicago, Cascade Pictures of California Inc. **Special Citation**—Brylcreem "Couch," Harold F. Ritchie Inc., Kenyon & Eckhardt, MPO Videotronics, N. Y.

Home Furnishings: Best—Alcoa Colorib Panels, Aluminum Company of America; Fuller & Smith & Ross, Television Graphics, N. Y. **Tie for Runner-up**—Corningware "Line," Corning Glass Works; N. W. Ayer & Son, Audio Productions, N. Y. **Tie for Runner-up**—Cushiontone Ceilings "Fix The Ceiling," Armstrong Cork; Ogilvy, Benson & Mather, Videotape Productions of N. Y.

Household Cleansers & Waxes: Best — Brillo Soap Pads "99 Squeezes Calypso," Brillo Manufacturing; Thompson, Elektra Film Productions, N. Y. **Runner-up**—Formula 409 "Spray It All Over," Spinney Manufacturing; Adco, Springfield, Mass., Elektra Film Productions, N. Y.

Institutionals: Best—"Man & Wife," Aluminium Ltd.; Thompson, Group Productions, Detroit. **Runner-up**—"Conquest of Space," General Electric Co.; BBDO, Robert Lawrence Productions, N. Y.

Laundry Soaps & Detergents: Best—Ivory Flakes "We Suggest," Procter & Gamble; Grey Advertising, MPO Videotronics, N. Y. **Runner-up**—Tide "Waitress," Procter & Gamble; B&B, MPO Videotronics, Hollywood.

Packaged Foods: Best—Chun King Chow Mein "Elevator," Chun King Enterprises; BBDO, Minneapolis, Freberg Ltd. & Jacmar Productions, Hollywood. **Tie for Runner-up**—S&W Green Beans "Farmer & Wife," S&W Fine Foods; Doyle Dane Bernbach, Television Graphics, N. Y. **Tie for Runner-up**—Goodman's Noodles "Dough," A. Goodman & Sons; DDB, Videotape Productions of N. Y. **Special Citation**—Wesson Oil "Pouring," Hunt Foods & Industries; Fitzgerald Advertising, New Orleans, Cascade Pictures of California.

Paper Products & Wraps: Best—Scott (All Brands) "Picnic," Scott Paper; Thompson, MPO Videotronics, N. Y. **Runner-up**—Kaiser Foil "Foil Grabber," Kaiser Aluminum & Chemical Corp.; Y&R, San Francisco, Freberg Ltd. & Playhouse Pictures, Hollywood.

Pet Foods: Best—Gaines Gravy Train "Dog & Cat," General Foods; B&B, Television Graphics, N. Y. **Runner-up**—Puss'N Boots Cat Food "Masquerade," Quaker Oats; Spitzer, Mills & Bates Ltd., Montreal, Elektra Film Productions, N. Y.

Pharmaceuticals: Best—Bufferin "Headache-Heartbeat," Bristol-Myers; Y&R, On Film Inc., Princeton, N. J. **Runner-up**—Metrecal "Lonely Man," Edward Dalton Div., Mead Johnson & Co.; Kenyon & Eckhardt, Filmways, N. Y.

Public Service: Best—"One Little Hand," United Cerebral Palsy; Newsfilm USA, N. Y. **Tie for Runner-up**—"Emmett Kelly Donates," C.A.R.E.; Group 10 Productions, N. Y. **Tie for Runner-up**—"School," Better Vision Institute; Doherty, Clifford, Steers & Shenfield, Elliot, Unger & Elliot—Screen Gems, N. Y.

Retail Stores: Best—"Boys' Clothing—Party," Barney's Clothes; Mogul Williams & Saylor, CBS Television, N. Y. **Runner-up**—"One Cent Sale," Rexall Drug Stores; BBDO, Filmex, N. Y.

Soft Drinks: Best—Seven-Up "Old Movie: Harried Housewife," Seven-Up; Thompson, Sarra, Chicago. **Runner-up** — Pepsi-Cola "Fair," Pepsi-Cola; BBDO, Transfilm-Caravel, N. Y.

Travel: Best—"Polo" . . . "Japanese Girls" (2—each 20)," Northwest Orient Airlines; Campbell-Mithun, Minneapolis, Desilu Productions, Hollywood. **Runner-up**—"First Class-Economy," El Al Israel Airlines; DDB, General Tv Network, N. Y.

SPECIAL AREAS

8-10 Second ID's: Best—Liquid Mist Reddi-Starch "Mannequin," Union Starch & Refining; Baer, Kemble & Spicer, Cincinnati, Format Films, Hollywood. **Runner-up**—"Sub-

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week April 27-May 3 as rated by multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., April 27	**The Untouchables** (9:30 p.m.)	ABC-TV	29.2
Fri., April 28	**Flintstones** (8:30 p.m.)	ABC-TV	28.7
Sat., April 29	**Gunsmoke** (10 p.m.)	CBS-TV	28.0
Sun., April 30	**Candid Camera** (10 p.m.)	CBS-TV	25.4
Mon., May 1	**Andy Griffith** (9:30 p.m.)	CBS-TV	25.0
Tue., May 2	**Thriller** (9 p.m.)	CBS-TV	22.8
Wed., May 3	**Naked City** (10 p.m.)	ABC-TV	22.8

Copyright 1961 American Research Bureau

Never on Sunday?

Not until she met KILT... now it's seven days a week.* Let's look at Sunday:

KILT	**32**
2ND STATION	**21**

and PULSE also shows the same the other six days:

KILT	**31**
2ND STATION	**19**

Never on... when?

KILT

represented nationally by John Blair Co.

OVERWHELMINGLY FIRST IN HOUSTON RADIO

OTHER McLENDON STATIONS: KLIF, Dallas • WYSL, Buffalo
KABL, San Francisco • WAKY, Louisville • KTSA, San Antonio
KEEL, Shreveport... and the exclusive sales representative for
X-TRA NEWS, Los Angeles

*PULSE: January-February 1961

Melina Mercouri, star of United Artists release, NEVER ON SUNDAY

THE DAY THAT XEAK

CHANGED ITS CALL LETTERS

TO

X-TRA NEWS

Saturday, May 6th

. . . was an historic day in the radio of Los Angeles and all southern California. For on May 6th, XEAK became X-TRA NEWS, the world's first *all-news* radio station, blanketing the West Coast from Baja California to Alaska with its mighty clear-channel signal: 50,000 watts on 690 kilocycles.

X-TRA NEWS

. . . represented nationally by the Daren F. McGavren Co., Inc.

the exclusive sales corporation for
the world's only all-news radio station

ANNOUNCES THE APPOINTMENT OF

DAREN F. McGAVREN CO., INC.

as national sales representative for

X-TRA NEWS

50,000 watts clear channel at 690 kc

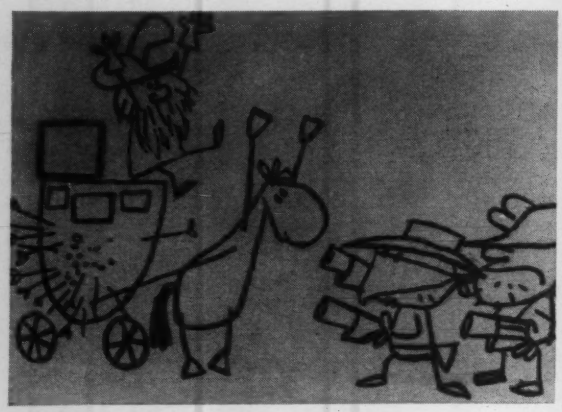
the great area station covering

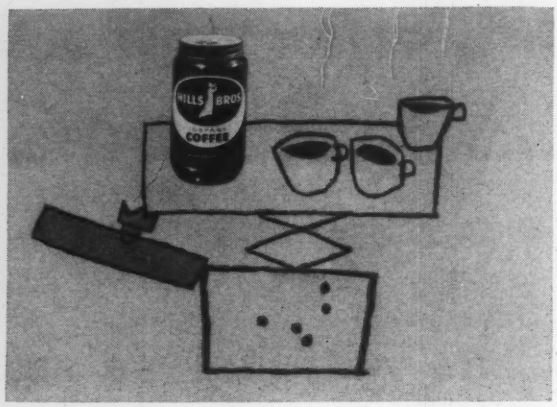
LOS ANGELES

AND ALL OF

SOUTHERN CALIFORNIA

...the world's only all-news radio station





All cowboys and Indians drink Hills Bros. coffee

"Hand down the box!"

That's the command shouted by the bandit to the stagecoach driver after the coach has been riddled by bullets and arrows from a band of brigands and Indians in a new 20-second cartoon commercial for Hills Bros. Coffee. A new year-long campaign will start this month on about 125 television stations.

The box, handed down, is shot open and reveals some cups and a jar of Hills Bros. Instant, at which the first bandit cries: "It's the *most!*" and the driver replies: "It's *made* to be the most. Yep. Made to be the most like *ground* coffee!" And the group choruses: "He — ay for the Hills Brothers Instant Coffee" as the camera dollies in to the jar, then cuts to an Indian who says, in cultured accents, "Extra rich and deeply satisfying."

The campaign is placed through N. W. Ayer, San Francisco. The spot was produced by Format Films, North Hollywood, Calif

scribe," Los Angeles Times; Donahue & Coe, Los Angeles, Pantomime Pictures, Hollywood.

Billboards, Openings & Closings: Best—Ernie Ford Show "Peanuts & Phonograph," Ford Motor; Thompson, Playhouse Pictures, Los Angeles. **Runner-up**—"Alcoa Presents," (Opening), Aluminum Company of America; Fuller & Smith & Ross, On Film Inc., Princeton, N. J.

Integrated by Program Cast: Best—Post Grape Nuts "Danny Thomas Show," General Foods; B&B, Marterto Productions, Hollywood. **Runner-up**—Polaroid "Garry Moore Show," Polaroid Corp.; DDB, CBS Television, N. Y.

Farm Interest: Special Citation—"Drummer Boy" . . . "Balers" . . . "Rained Last Night," (Series of 3), Massey-Ferguson; Needham, Louis & Brorby, Pantomime Pictures; Jack Denove; Ernie Lucas.

Canadian Market: Best—(Also runner-up, Pet Food)—Puss 'N Boots Cat Food "Masquerade," Quaker Oats; Spitzer, Mills & Bates Ltd., Toronto, Elektra Film Productions, N. Y. **Runner-up** (Also Best, Consumer Serv.)—Esso Oil Heat "Cat," Imperial Oil Ltd.; MacLaren Advertising Ltd., Toronto, Elektra Film Productions, N. Y. **Honorable Mention**—Imperial Gasoline "Saguenay," Imperial Oil Ltd.; MacLaren Advertising Ltd., Toronto, Transfilm-Caravel, N. Y. **Honorable Mention** (Also Best, Bath Soaps) —Praise Soap "Laurie," Lever Bros. Ltd.; Cockfield, Brown Ltd., Toronto, B. L. Assoc., N. Y.

Premium Offer: Best—Lucky Strike "Record Offer," American Tobacco; BBDO, NBC Telesales, N. Y. **Runner-up**—Kellogg's "Sonic Gun Offer," Kellogg; Burnett, VPI Productions, N. Y.

Entertainment: Special Citation—Mike Nichols & Elaine May, (Voices) Jax Beer "Kangaroo" . . . Announcer . . . "Bartender," Jackson Brewing Co., Jacksonville; Doherty, Clifford, Steers & Shenfield, Pelican Films, N. Y.

Single Market (Store): Best—ZCMI Department Store, Salt Lake City "Shoes" . . . "Ready to Wear," David Evans Advertising, Salt Lake City, Station KSL-TV Salt Lake City.

Single Market (Service): Best—"Daddy's New Car," Manufacturer's Trust Co., N. Y.; Y&R, Animotion Associates, N. Y.

Single Market (Product): Best—Trewax "Upside Down," Trewax Co., L. A.; Tilds & Cantz Advertising, L. A., KTTV Commercial Tape Prods., L. A.

CRAFTSMANSHIP

Cinematography: Special Citation—Sponsored by the Eastman Kodak Company—Prell Concentrate "Fur," Procter & Gamble; B&B, Transfilm-Caravel, N. Y. John Ercole, cinematographer (This is also Best, Hair Preparations).

Videotape Production: Special Citation—Sponsored by the Minnesota Mining & Mfg. Co.—Berry Bon Bon Lipstick & Nail Enamel, Revlon; Warwick & Legler, CBS Television, N. Y. (Note—Barbara Britton, Best Spokeswoman).

Animation Design: Special Citation—Lucky Strike "Face," American Tobacco; BBDO, Pintoff Productions, N. Y.

Animation Execution: Special Citation—GTA "Progress Report," Farmer's Union Grain Terminal Assoc.; Colle & McVoy Inc., Minneapolis, Snyder Films, Fargo, N. D. Norman Selberg, design and execution.

Visual Effects: Special Citation—"Chevy Visits New York," Chevrolet Div., General Motors; Campbell-Ewald, Arco Productions, Paris & N. Y.

Demonstration: Special Citation — (Tie) Polaroid Land Camera "Garry Moore Show," Polaroid Corp.; DDB, CBS Television, N. Y.; Five Day Deodorant Pads "Effectiveness," Five Day Lab.; DDB, Elliot, Unger & Elliot —Screen Gems, N. Y.

Copy: Special Citation—S&W Green Beans "Farmer & Wife," S&W Fine Foods; DDB, Television Graphics, N. Y. Paula Green, copywriter.

Orchestral Scoring: Special Citation—Ban Deodorant "Documentary" (Also Best Cosmetics), Bristol-Myers; Ogilvy, Benson & Mather, WCD Productions, N. Y. Leonard Bernstein, composer (West Side Story), Sylvan Levin, conductor.

Music with Lyrics: Special Citation—Lucky Strike "Remember How Great," American Tobacco; Batten, Barton, Durstine & Osborn, Pintoff Prodns; MPO Videotronics, Ben Allen, composer, Eddie Manson, arranger & conductor.

Spokesman: Special Citation—Danny Thomas (Also Best Cast Integr.) Post Cereals . . . Inst. Maxwell House Coffee; Benton & Bowles, Inc., Marterto Productions, Hollywood.

Spokeswoman: Special Citation—Barbara Britton (Also Best Vtr Prodn.) Revlon; Warwick & Legler, CBS Television, N. Y.

Overall Series Submitted: Special Citation —VW "Italian Designer" . . . "Beach" . . . "Band" Volkswagen of America; Doyle Dane Bernbach, VPI Productions, N. Y.

Videotape Technique: Special Citation—Corvair "Little Man & Lakewood Car," Chevrolet Div., General Motors; Campbell-Ewald, NBC Telesales, Hollywood. (Use of electronic matting)

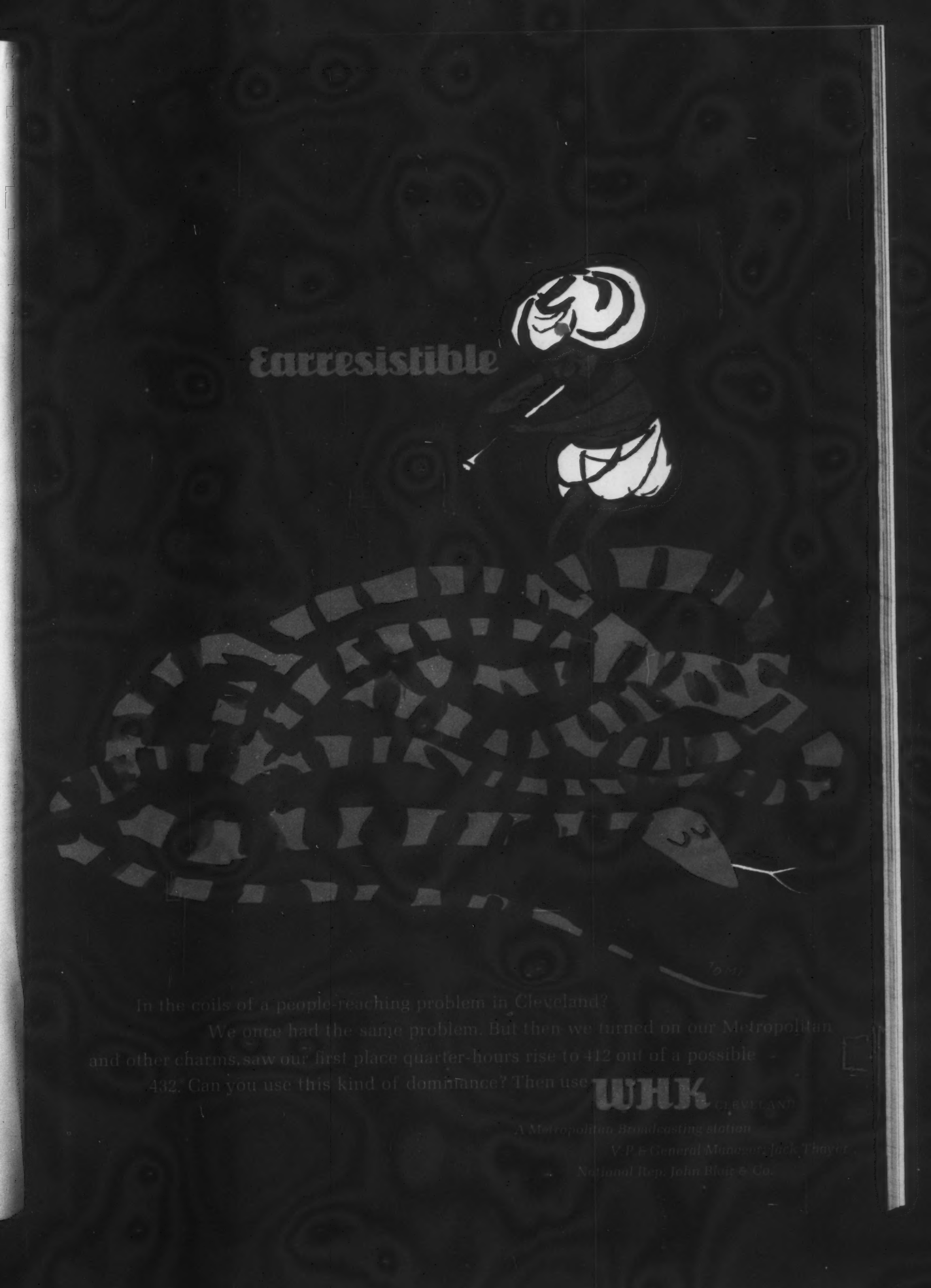
Videotape Technique: Special Citation—Reynolds Wrap "Boy Scout Cookout," Reynolds Metals; Lennen & Newell, NTA Telestudios, N. Y. (Development of Inter-Sync editing)

DIRECTOR CHOICES

Concept . . . Execution . . . Results: Director's Citation—"Kennedy . . . Kennedy," Citizens For Kennedy; Pantomime Pictures, Hollywood, K.C.T. Snyder, lyricist. Jack Fascinato, music director, Fred Crippen, director.

Human Values: Director's Citation—In Memoriam: Alfred E. Cohan, MGM; Johnson & Johnson Television Advertising, Y&R, Inc., On Film Inc., Princeton, N. J. James E. Burke, vice president, Merchandising & Advertising, Johnson & Johnson.
(Note by Wallace A. Ross, festival director: Alfred E. Cohan, a public relations executive for MGM, formerly with Universal Pictures and ABC Radio, lost his life in the Boston Electra plane disaster last October, 1960.)

Perspective: Director's Citation—"The Cliche Family In Televisionland," Idea & Script by Gordon Webber, vp Benton & Bowles, Production by Marvin Rothenberg, vp, MPO Videotronics, N. Y., Music & Effects by Roy Eaton, Benton & Bowles, Mr. & Mrs. Cliche played by Roger Price and Lou Prentis, Narration by Roger Price.
(Director's note: this bit of inspired foolery, produced for advertising trade digestion rather than public airing, was screened for the assemblage of festival judges at their orientation meeting. As much as any one other single force, it influenced judgments against the trite and conventional, inspired members of the Tv Commercials Council to search out the pace-setting concepts, reduced cliche to absurdity and substituted for its freshness and creativity as judging criteria.)



In the coils of a people-reaching problem in Cleveland?

We once had the same problem. But then we turned on our Metropolitan and other charms, saw our first place quarter-hours rise to 412 out of a possible 432. Can you use this kind of dominance? Then use WHK CLEVELAND

A Metropolitan Broadcasting station

V. P. & General Manager: Jack Thayer

National Rep: John Blair & Co.

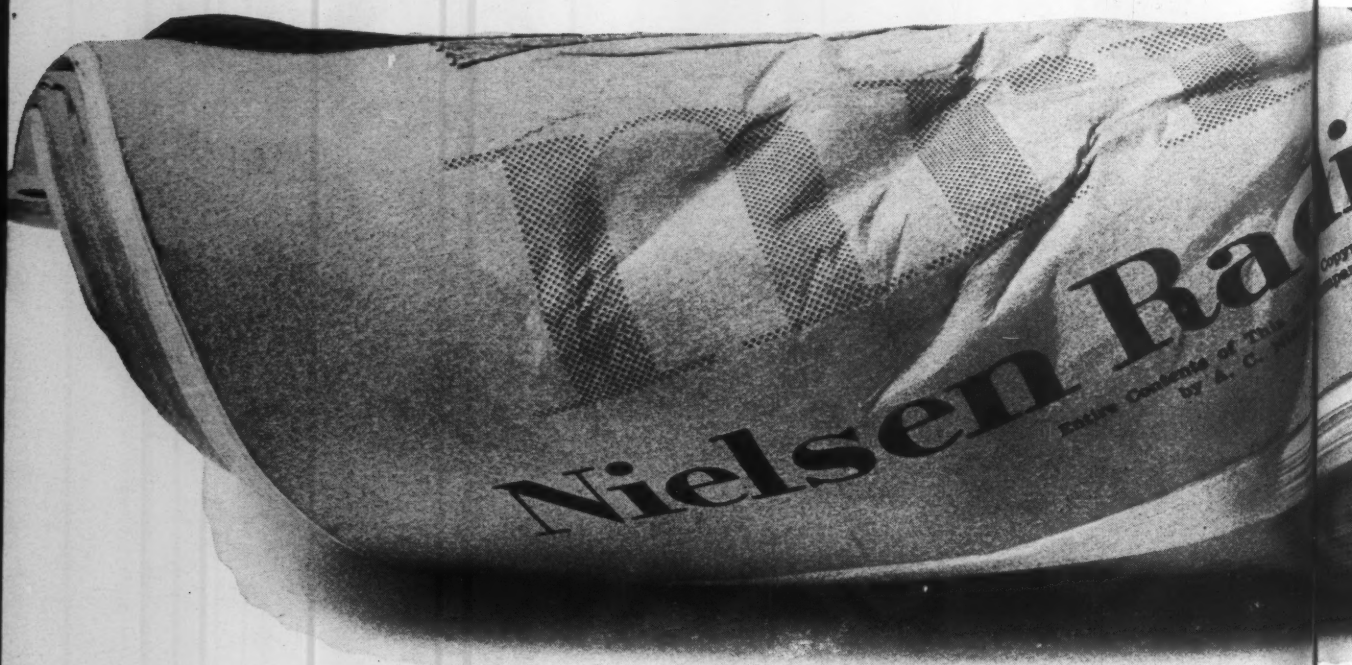
TWIST IT ANY

Jump on it... squeeze it... put it through a wringer... it still comes out the same. Advertisers buy *more* announcements on NBC Radio than on any other network. Consistently. 34% more than the second network in the latest Nielsen Radio Index alone.*

How come? On NBC Radio, advertising dollars *do* more. Flexible programming accommodates radio's greatest variety of commercial lengths ...provides the strongest combination of *reach plus frequency.*

This potent combination, *reach plus frequency,* is reflected in NRI month after month after month.

Take the last 12 months: Among advertisers reaching the greatest number of unduplicated homes, NBC Radio averaged 7 out of the top 10.†



WAY YOU LIKE

Among the top 25, NBC advertisers averaged 5,184,000 unduplicate homes per week. Nobody else even came close. The nearest networ was 34% behind.

And for 11 of the last 12 months, NBC Radio was first in sponsored hours

To reach more homes more often – most economically – *first* choice i

NBC RADIO NETWORK

*NRI 4 weeks ending Mar. 5, 1961 †NRI April '60–March '61, average week sponsored cumulative audience

THE CANS & CANNOTS

What to expect from ads during an economic recession

Advertising can help an individual company gain a competitive advantage over others in its field during a recession. And it can help to alleviate some of the pressures in a period of declining business. But by itself advertising can't stop or reverse the economic forces which cause a recession in the first place.

This was the consensus of a panel of advertising executives which discussed the question, "Can we advertise ourselves out of a recession?" Wednesday (May 3) at a clinic held by the Hollywood Advertising Club. Panel members were Charles R. Stuart, advertising manager, Bank of America; Marvin Mann, domestic advertising manager, Max Factor Co., Nelson Carter, vice president and Hollywood office manager, Fletcher Richards, Calkins & Holden; and Robert L. Humphreys, vice president and account supervisor, Foote, Cone & Belding. Moderator of the discussion was Jack Leener, advertising manager, Tidewater Oil Co.

A bank is constantly on a seesaw, Mr. Stuart commented. When times are good, everyone wants to go into debt and the banks are hard-pressed to get money to lend. When times are bad, savings deposits increase but there are few borrowers. Advertising at the right time will slow down withdrawals or accelerate deposits, he said, but the economic factors behind a recession are too massive for any bank or any group of banks to push around.

Recessions are inevitable in a free economy, Mr. Carter stated, as they provide plateaus in the upward spiral to give us time to assimilate past gains before starting up again. Good times encourage inefficiency by both management and labor, he noted. Living costs go up and a readjustment is needed. Advertising can help shorten the recession period, but it can't change the basic economic picture.

Boom During Bust ▪ Reporting that Max Factor stock has gone from $18 to $61 a share during the current recession period, Mr. Mann said that the cosmetic business is almost depression proof, that it generally makes money, "only in a recession you don't make as much." When women feel the need to economize, they stop patronizing beauty shops "and buy more of our products to use at home," he said. But he warned that at such times brand loyalty evaporates if a competing brand is offered at a reduced price.

Mr. Humphreys noted that heavy industry goods, like automobiles or major accessories, are bellwethers leading the way into or out of a recession, because people who are worried about the future are apt to put off buying a new car or tv set, while they have to go on buying food. Advertising can help here, he commented, especially in promoting a new product introduced in a dull business period to replace an older one with declining sales. Color tv might well help lift this year's recession in this field, he said, with a number of manufacturers beginning to bring out and advertise color sets in contrast to previous years, when virtually all color tv set production and promotion was done by RCA.

The panel members agreed that public service advertising, appealing to the public to start spending as a patriotic gesture to aid the national economy, would not succeed; that the only thing that works in a time when people are unemployed or fearful of being so is an appeal to their own self interest. In a really depressed area, where housewives are buying powdered milk instead of whole milk and margarine instead of butter, no amount of brand advertising can overcome the lack of available cash, Mr. Mann declared.

Mr. McEvoy | Miss Martinez | Mr. Oberholtzer

SRA honors McEvoy, Martinez, Oberholtzer

Top broadcast buyers from Cunningham & Walsh, BBDO and Leo Burnett were honored in last week's fourth annual Station Representatives Assn. awards presentations in New York and Chicago.

Cited for outstanding contributions to advertising: Newman F. McEvoy, senior vice president and director of Cunningham & Walsh Inc., New York, winner of the Gold Key award for distinguished advertising leadership; Hope Martinez, timebuyer, BBDO, New York, winner of the Silver Nail timebuyer of the year award, and William H. Oberholtzer, timebuyer, Leo Burnett, Chicago, winner of the Chicago timebuyer of the year award. The awards were presented Wednesday (May 3) at luncheons in New York and Chicago.

Mr. McEvoy, who started in the advertising business at Hartford, Conn., in 1928, has been with C&W for many years. He is head of that agency's media department. His industry activities have included the following: first president of the New York Advertising Media Planners, and presently a member of its executive committee; the American Assn. of Advertising Agencies, and the National Outdoor Advertising Bureau.

Miss Martinez, who joined BBDO in 1945, has been a timebuyer on many BBDO accounts, including American Tobacco Co. It's estimated she has handled $173 million for various accounts in the broadcast media.

Mr. Oberholtzer began his Leo Burnett association in 1956.

TvB study shows public utility tv use up 26%

Public utility gross time investments in tv have increased by 26%, from $9.8 million in 1958 to $12.3 million in 1960, the Television Bureau of Advertising disclosed in its latest presentation released last week.

Entitled "Public Response to Public Utilities," the report contains a survey of 64 major markets. It reveals that 164 public utilities engaged in various tv campaigns. Spot announcement campaigns were used by 91, program campaigns by 46, and 27 used combined spot announcement and program campaigns. The survey also shows that 42% of the campaigns were minute announcements, 34% were 20-second announcements and 24% were 10-second announcements. The 46 utilities surveyed sponsored news, weather, films, documentaries, sports, food and cooking shows and home building programs.

P. O. BOX 1230
250 EAST DESERT INN ROAD
DUDLEY 2-6138
LAS VEGAS, NEVADA

STATIONS AREN'T BOUGHT BY ADVERTISERS... THEY'RE SOLD BY REPS!

Mr. Ed Metcalfe
WEED TELEVISION CORPORATION
579 Fifth Avenue
New York 17, New York

Dear Ed:

This letter is intended for your happy file. In the two years I have been at KLAS-TV, it has been a great pleasure working with the Weed Organization. However, I must admit that this week has been such a successful week in the history of KLAS-TV national business, that I thought I should write you a special letter of appreciation.

Perhaps there have been months when we have done more business nationally, but I'm certain there has never been any period in the station's history where we secured such a high percentage of the business coming into the market.

In the past two weeks, your organization has sold for KLAS-TV the following accounts: Kellogg Cereal, Cal-Spray, Bank of Nevada, Folgers Coffee, Budweiser Beer, Clorets and Rolaids, Brown & Williamson, Bekins Van & Storage and International Shoes, and, perhaps, some others that I have left out. In all cases, there was a tough competition struggle, with the Weed Company, and KLAS-TV coming out on top.

This rash of victories certainly speaks well for your organization and the individual men handling the accounts. All over the country you hear cries that the reps just aren't selling--well, I, for one, can tell you that the reps are selling--at least our rep is.

You can frame this letter, reprint it, thermofax it, sky-write with it, or merely throw it away, but, I just wanted to let you know how much we think of your efforts. Keep up the good work.

Very best regards,

Howard A. Kalmenson
General Manager

cc Joe Weed Boyd Rippey
Mike Wurster
Bill Reilly
Frank Saraceno
Paul Kennedy

CBS TELEVISION NETWORK

Wherever a buying decision is made... a WEED man IS THERE!

Armour ABC-TV bill to top $8 million

Armour & Co., Chicago, for its Grocery Products Division, will bill more than $8 million at ABC-TV during 1961-62. Armour's various prime time and daytime orders represent the company's largest tv purchase, and an expansion of its ABC-TV participation buys which began two years ago. A new feature of Armour's tv plan for next season: its initial move into alternate-week, half-hour sponsorship.

Jack Simpson, vice president and national director of broadcasting, Foote, Cone & Belding (Armour's agency), said the schedule was completed after weeks of negotiations. A major development of the negotiations was ABC-TV's shift of *Adventures in Paradise* from Monday at 10 p.m. to Sunday 10-11 p.m. Armour also wants to participate in *Surfside Six* which would have immediately preceded *Paradise* in the Monday night schedule.

The Armour breakdown:

Adventures in Paradise, Surfside Six, and *The Untouchables,* 1 minute weekly for 52 weeks; *Roaring 20's,* a total of 13 minutes on alternate weeks; alternate-week sponsorship of *Bachelor Father* (Tues. 8-8:30 p.m.); 9 minutes weekly in various daytime shows such as *Queen for a Day* and *Who Do You Trust,* and 13 additional minutes to be scattered across the board during the year.

Among Armour products to be advertised on the shows: Dial soap, Chiffon liquid detergent, canned meats, Dash dog food and at least one other soap bar.

Mr. Simpson said Armour chose to broaden its tv exposure and selected ABC-TV because Armour has been successful with the minute dispersion plan it began using on the network two years ago. The plan, he said, provides flexibility for various products on a rotation basis, including "pure" minutes (not back to back with other commercials), and ABC-TV's "attractive discount structure makes it economically feasible."

Armour's new tv budget is a sizable increase over last year. According to figures released by Television Bureau of Advertising (BROADCASTING, April 17), Armour's 1960 gross time expenditures in network tv totaled $3,988,370—less than half the amount budgeted for the Grocery Products Division in the coming year. The division is a client of Foote, Cone & Belding's Chicago branch.

Agency appointments...

▪ Chunky Chocolate Corp., N. Y., appoints J. Walter Thompson, N. Y., as agency for Chunky, Bit-O-Honey and Old Nick brands. Billing is about $750,000. Media plans not set. The account had been at Doherty, Clifford, Steers & Shenfield, N. Y.

▪ National Apple Institute, Washington, D. C. (Apple Growers of America), appoints Ketchum, MacLeod & Grove, that city, to handle its national public relations program.

▪ Claussens' Bakeries (Augusta and Savannah, Ga., Columbia, Greenville, Charleston, S. C.) appoints W. E. Long Adv., Chicago, as its agency.

▪ Revell Inc. (maker of plastic hobby kits), Venice, Calif., appoints Fletcher Richards, Calkins & Holden, Hollywood.

▪ Lovable Brassiere Co., N. Y., has appointed newly-formed Frank Gary Thomas Agency to handle its advertising account as of June 1. Lee Garfield, formerly vice president and account supervisor of W. B. Doner & Co., N. Y., is president of new agency, located at 167 Madison Ave.

▪ Frank H. Fleer Corp. (bubble gum), Philadelphia, appoints the Zakin Co., N. Y. Company plans an expanded trade and consumer campaign, and although media plans are not set, spot tv and radio are expected to be utilized.

Rep appointments...

▪ WWSC Glens Falls, N. Y.: Jack Malsa & Co. as national representative.

▪ KJIM Fort Worth; KJEM Oklahoma City; WCOA Pensacola, Fla.; KTFS Texarkana, Tex.; WROL Knoxville, Tenn.; all appoint Clarke Brown Co., Dallas, as their southern representative.

Also in advertising...

Zakin on upbeat ▪ An expansion program is being implemented at The Zakin Co., New York advertising agency, covering the establishment of a public relations division, the doubling of its office facilities by next month and the enlargement of its marketing and research services. Zakin, headed by partners Al Zakin and Ted Eisenberg, is the agency for WPIX (TV) New York, Official Films Inc., New York, and the *New York Herald-Tribune* radio stations and also handles accounts in the beauty products, fashion and housewares field. The pr division started operations last week under the supervision of Ben Kaufman, formerly an editor with the *Hollywood Reporter,* who has been named public relations director of The Zakin Co.

International Association ▪ Gardner Advertising Co., with offices in New York, St. Louis and Hollywood, and Basil Butler Co. Ltd., London, Eng., have formed an association which calls for a mutual exchange of financial interests, personnel and creative marketing ideas. The British firm, which represents 44 clients with $5 million in billings, will be re-named Basil Butler Gardner Advertising Ltd. There will be no change in the name of the American agency which has 40 clients with total 1960 billings of $42.7 million.

New Christal office ▪ Henry I. Christal Co., station representative, is opening its seventh U. S. office, at 3440 Wilshire Blvd., Los Angeles. It will be managed by Kirk Munroe, who has been in the Christal firm's New York office for the past two years and before that was manager of the company's Atlanta office.

Colgate-Palmolive buys Triangle tv science show

The Colgate-Palmolive Company will sponsor *Frontiers of Knowledge,* a monthly scientific series produced by the U. of Pennsylvania, it was announced last Thursday. The announcement was made jointly by Dr. Gaylord P. Harnwell, president of the university; Mr. George H. Lesch, Colgate-Palmolive president, and Roger W. Clipp, vice president of Triangle Stations, the group which will carry the series.

The five Triangle stations which will present the series are: WFIL-TV Philadelphia; WNBF-TV Binghamton, N. Y.; WFBG-TV Altoona-Johnstown, Pa.; WLYH-TV Lebanon-Lancaster, Pa.; and KFRE-TV Fresno, Calif. Plans are underway to make the programs available to stations in other sections of the country.

The half-hour documentary, which was started last December by the university and WFIL-TV in cooperation with other universities and research foundations, is concerned with new developments in the field of basic scientific research and traces them from their initial discovery to their practical application in industry and everyday life.

Two stations pick same rep

KUNO and KTOD, both Corpus Christi, Tex., jointly announce the appointment of Devney-O'Connell Inc., New York. Although it's unusual for one company to represent two stations in the same market, KUNO is a Spanish language outlet and KTOD programs in English. According to Sterling Zimmerman, executive vice president, KUNO, and Carroll Wakefield, vice president, KTOD, the stations have joined forces on a coordinated promotion and sales effort, and Devney-O'Connell will present the total market to national advertisers and their agencies.

KLZ-TV DOMINATES DENVER

*Check the facts

✓	Station share of sets-in-use, (9:00 AM until Midnight seven days a week): 25% better than the second station.	KLZ-TV
✓	Highest rated news programs, morning, afternoon and night	KLZ-TV
✓	Highest rated sports programs	KLZ-TV
✓	Highest rated weather programs	KLZ-TV
✓	Highest rated local children's shows, (morning & afternoon), "Fred n Fae"	KLZ-TV
✓	Top network program, ("Garry Moore Show") & seven of the top ten	KLZ-TV
✓	Top syndicated program, ("Best of the Post"), and six of the top ten	KLZ-TV
✓	27 of the top 50 shows; more than all other stations combined	KLZ-TV

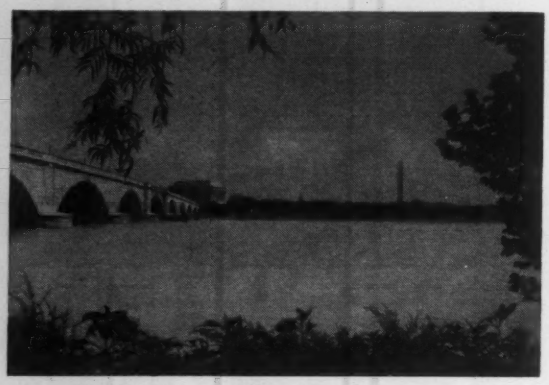
* March 1961 ARB Survey

CBS DENVER

KLZ TELEVISION

Channel 7

Represented Nationally by the KATZ Agency



Exhibits ▪ Exhibit Hall, Shoreham, Sunday, May 7, 12 noon-7 p.m.; Monday, 9 a.m.-9 p.m.; Tuesday, 9 a.m.-7 p.m.; Wednesday, 9 a.m.-6 p.m.

SUNDAY, May 7

9:30 a.m.-12:30 p.m. **Assn. of Maximum Service Telecasters,** membership meeting. Palladian Room, Shoreham.
9:30 a.m.-1 p.m. **National Assn. of Fm Broadcasters,** membership meeting. West Ballroom, Shoreham.
10 a.m.-1 p.m. **ABC Radio Affiliates,** meeting. Burgundy Room, Sheraton-Park.
11 a.m.-6 p.m. **NAB Television Code Review Board,** meeting. South Room, Shoreham.
12 noon-2 p.m. **NBC-TV Affiliates Meeting.** Cotillion Room, Sheraton-Park.
12:30 p.m. **NAB Television Code Review Board,** luncheon. South Room, Shoreham.
2-5 p.m. **ABC-TV Affiliates,** presentation. Sheraton Hall, Sheraton-Park.
2:30-5 p.m. West Ballroom, Shoreham Hotel. **Fm Day Program.** *Presiding:* Everett L. Dillard, WASH (FM) Washington, D. C.

The Changing Scene—(Time Waits For No Man!): John F. Meagher, vice president for radio, NAB; Mr. Dillard

Together We Stand: The Philadelphia Story—Raymond S. Green, WFLN-FM; The Kansas City Story—Chris Stolfa, KCMO-FM; The Houston Story—Dave Morris, KQUE-FM.

A Timely Decision—Why We Did What We Did When We Did It: Shirl K. Evans, Jr., WFBM-FM Indianapolis.

The Multiplexities of Multiplexing: Mr. Dillard; Max Paglin, general counsel, FCC; Harold L. Kassens, chief, aural existing facilities branch, FCC; Ted Kenney, chief engineer, KDKA Pittsburgh; Douglas Anello, chief counsel, NAB; A. Prose Walker, manager of engineering, NAB; W. H. Beavbien, radio receiver dept., GE.

What Young & Rubicam Has Discovered About Fm: Raymond E. Jones Jr., coordinator, spot broadcast media; Dr. Frank Mayans Jr., vice president & associate director of research.

2:30 p.m. **Broadcast Pioneers,** membership meeting. West Burgundy Room, Sheraton-Park.
4-6 p.m. **Clear Channel Broadcasting Service,** membership meeting. Hamilton Room, Sheraton-Park.
4-6 p.m. **Community Broadcasters Assn.,** meeting. Tamerlane Room, Shoreham.

ON TAP IN WASHINGTON

All events are at the Sheraton-Park or Shoreham unless otherwise indicated.

5-9 p.m. **Indiana Broadcasters Assn.,** dinner. Continental Room, Sheraton-Park.
5:30-7:30 p.m. **ABC Reception.** Sheraton Hall, Sheraton-Park.
7 p.m. **Adler Electronics Corp.,** meeting. North Room, Shoreham.
8:30-11 p.m. **NAB Harvard Seminar alumni,** Tamerlane Room, Shoreham.

MONDAY, May 8

7:30-9 a.m. **Visual Electronics,** breakfast. South Room, Shoreham.
8 a.m. **NBC Radio Affiliates Executive Committee,** breakfast. Assembly Room, Sheraton-Park.
8:15 a.m. **Tv Stations Inc.,** membership breakfast. Continental Room, Sheraton-Park.
8:30 a.m. **Assn. of Maximum Service Telecasters,** board of directors breakfast. Club Room, Shoreham.
8:30 a.m. **Daytime Broadcasters Assn.,** membership breakfast. Tamerlane Room, Shoreham.
8:30 a.m. **Robert E. Eastman & Co.** radio presentation, meeting. Dupont Room, Dupont Plaza Hotel.
9-10 a.m. West Ballroom, Shoreham. **Engineering Conference.**
10:30-11:45 a.m. Sheraton Hall, Sheraton-Park. **General Assembly.** *Presiding:* Dwight W. Martin, WAFB-TV Baton Rouge, La., 1961 convention co-chairman. *Call to Order:* LeRoy Collins, president, NAB. *Invocation:* The Most Reverend Philip M. Hannan, Auxiliary Bishop of Washington. *Presentation of the Colors:* Joint Service Color Guard. *The National Anthem:* U. S. Marine Band. *Welcome:* Walter N. Tobriner, president, Board of Commissioners, District of Columbia.

Presentation of NAB Distinguished Service Award: To Judge Justin Miller by Odin S. Ramsland, KDAL Duluth, Minn., chairman, 1961 Distinguished Service Award Committee.

The President of the United States.

12:30-2 p.m. Blue Room, Shoreham. **Engineering Conference,** luncheon.

Address: Henry Loomis, director, Voice of America.

12:30-2 p.m. Sheraton Hall, Sheraton-Park. **Management Conference,** luncheon. *Presiding:* Merrill Lindsay, WSOY Decatur, Ill., convention co-chairman. *Introduction of Speaker:* Clair R. McCollough, Steinman Stations, Lancaster, Pa.; chairman, NAB board of directors.

Address: LeRoy Collins, president, NAB.

2:30 p.m. West Ballroom, Shoreham. **Engineering Conference.**
2:45-5 p.m. Sheraton Hall, Sheraton-Park. **Radio-Television Assembly.** *Presiding:* Howard H. Bell, NAB vice president.

The Changing Community: Introduction—Richard M. Pack, vice president-programming, Westinghouse Broadcasting Co. *The Responsibility of Change:* Donald H. McGannon, president, Westinghouse Broadcasting Co.; *The Great Debate, Part 1:* A dramatization based on an essay by Dr. Bernard Berelson, director of applied social research, Columbia U.

From Our Town to Megatown: An examination of our changing communities by Miss Anne X. Alpern, attorney general of Pennsylvania; Dr. William Graham Cole, president, Lake Forest College; Dr. Frank Baxter, professor of English, U. of Southern California; Professor James A. (Dolf) Norton, professor of area development, Case Institute of Technology; Russell Lynes, managing editor, *Harper's Magazine.* Chairman: Frank Tooke, vice president, Westinghouse Broadcasting Co.
6 p.m. **KVIL Reception.** Adams Room, Sheraton-Park.
10 p.m. **Trans-Lux Tv Corp.** showing of "The Truth," new Brigitte Bardot film. Trans-Lux Theatre, 14th & H Sts., N.W. Tickets at Trans-Lux suite, C-304, Shoreham.

TUESDAY, May 9

7 a.m. **Visual Electronics,** breakfast. South Room, Shoreham.
7:30 a.m. **General Electric Co.,** breakfast. Tamerlane Room, Shoreham.
8 a.m. **Kansas Assn. of Broadcasters,** Congressional breakfast, Speakers Dining Room, The Capitol.
8:00 a.m. **Rhode Island Broadcasters Assn.,** breakfast. North Room, Shoreham.
8 a.m. **Quality Radio Group,** breakfast. Hamilton Room, Sheraton-Park.
8 a.m. **Wisconsin Broadcasters Assn.,** breakfast. Club Room, Shoreham.
8:30 a.m. **Oklahoma broadcasters,** breakfast, G219 New Senate Office Bldg.
9:00 a.m.-12 noon West Ballroom, Shoreham. **Engineering Conference,** radio session.
9:00 a.m.-12 noon Park Room, Shoreham. **Engineering Conference,** tv session.
10 a.m.-12 noon Tamerlane Banquet Room, Shoreham. **Television Assembly.** *Presiding:* Charles H. Tower, NAB tv vice president.
Tv Code Presentation: "Inside the Television Code."
The Tv Business Session: (Closed)
Television Board Elections.
Music Licensing: Hamilton Shea, WSVA-TV Harrisonburg, Va.; chairman, all-industry television station music license committee.
10 a.m.-12 noon Cotillion Room, Sheraton-Park. **Radio Assembly.** *Presiding:* Mr. Meagher.
Opening remarks: Thomas C. Bostic, KIMA Yakima, Wash.; chairman, NAB radio board of directors.
Speech: "Is There Too Much Good Humor on Radio?" David J. Mahoney, president, Good Humor Inc., New York City.
Presentation: Kevin B. Sweeney, president, Radio Advertising Bureau; Miles David, and Patrick Rheaume.
12:30-2 p.m. Blue Room, Shoreham. **Engineering Conference,** luncheon.
Address: Maj. Gen. J. B. Medaris (ret.), president, Lionel Corp.
12:30-2 p.m. Sheraton Hall, Sheraton-Park. **Management Conference Luncheon.** *Presiding:* Mr. Martin.
Address: Newton N. Minow, chairman, FCC.
2:30 p.m. West Ballroom, Shoreham. **Engineering Conference.**
2:30-5 p.m. **NAB Community Antenna Tv,** Committee, Green Room, Shoreham.
5:30 p.m. Sheraton Hall, Sheraton-Park Hotel. **NAB Government Reception.**
7:30 p.m. **Broadcast Pioneers,** banquet. Cotillion Room, Sheraton-Park.
7:30 p.m. **WBTV,** dinner, Adams Room, Sheraton-Park.
7:30 p.m. **WTVJ,** dinner. Hamilton Room, Sheraton-Park.
(Numerous state broadcasters' and Congressional dinners not scheduled in time for publication.)

WEDNESDAY, May 10

7 a.m. **Visual Electronics Board.** South Room, Shoreham.
8 a.m. **Crosley Broadcasters,** breakfast. Adams Room, Sheraton-Park.
8 a.m. **Society of Television Pioneers,** breakfast. West Burgundy Room, Sheraton-Park.
9:00 a.m.-12 noon Park Room, Shoreham. **Engineering Conference,** tv session.
9-10:15 a.m. Cotillion Room, Sheraton-Park. **Labor Clinic** (Closed Session). *Presiding:* Ward L. Quaal, WGN Chicago; chairman, NAB Labor Advisory Committee. Participants: Frank O'Connell, Olin Mathieson Chemical Corp., New York; Richard Freund, ABC; Mr. Quaal; James H. Hulbert, NAB; David L. Doughty, NAB.
10:30-11:45 a.m. Sheraton Hall, Sheraton-Park. **General Assembly** (Management and Engineering conferences). *Presiding:* Vincent T. Wasilewski, NAB vice president.
Panel Discussion, members of FCC: Newton N. Minow, chairman; Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T. A. M. Craven, Frederick W. Ford, John S. Cross. Moderator: Mr. McCollough.
12:30-2 p.m. Blue Room, Shoreham, **Engineering Conference,** luncheon.
Presentation of NAB Engineering Award: To Raymond F. Guy, NBC.
Address: Dr. Edward Teller, Lawrence Radiation Lab., U. of California.
12:30-2 p.m. Sheraton Hall, Sheraton-Park. **Management Conference Luncheon.** *Presiding:* Mr. Lindsay.
Address: Abraham A. Ribicoff, Secretary, Health, Education and Welfare.
Annual NAB Business Session
2:30-5:30 p.m. West Ballroom, Shoreham. **Engineering Conference.**
2:30-5 p.m. Cotillion Room, Sheraton-Park. **Radio Assembly.**
A New Era in Radio Programming: Robert F. Hurleigh, president, MBS; Robert W. Whitney, executive vice president, Mars Broadcasting Inc., Stamford, Conn.
The Radio Code—Who Needs It?
2:30-5 p.m. Terrace Banquet Room, Shoreham. **Television Assembly.** *Presiding:* Mr. Tower.
Satellites and International Television: Jean Felker, AT&T.
First International Assembly, ATAS: Ed Sullivan.
Television Information Office Presentation: "The Public Interest, Convenience and Necessity"—Introduction: Willard E. Walbridge, KTRK-TV Houston, member, Television Information Committee; Louis Hausman, director, TIO; Roy Danish, assistant director, TIO.
Television Bureau of Advertising Presentation: "New Ways of Selling Television"—Norman E. Cash, president; William MacRae, director of station relations.
5:00 p.m. **NAB Board of Directors,** meeting. South Room, Shoreham.
7:30 p.m. Sheraton Hall, Sheraton-Park. **Annual Convention Banquet.**

WHERE TO FIND IT

Exhibits of equipment manufacturers will be located in the lower lobby Exhibition Hall and ballroom at the Shoreham Hotel during the NAB Washington convention. Exhibit space and/or the hospitality suites assigned as of May 3 in the Shoreham, Sheraton-Park and other Washington hotels are shown.

Large directory boards in the Shoreham (SH) and Sheraton-Park (SP) lobbies will show associate members' suites.

NAB CONVENTION OFFICES

Convention Manager ..... (SH) F-1010
Everett E. Revercomb, secretary-treasurer
Convention Program ..... (SH) F-1012
Howard H. Bell, vice president for industry affairs
Engineering Conference ..... (SH) F-1009
A. Prose Walker, manager
Convention Exhibits ..... (SH) Exhibit Hall
George E. Gayou, exhibit manager
Edward L. Gayou, asst. exhibit manager
Registration Desk ..... (SH) Lobby
William L. Walker, asst. treasurer
Convention News ..... (SH) F-1014-1016
John M. Couric, manager of public relations

NAB STAFF OFFICES

Radio ..... (SH) F-1020
John F. Meagher, vice president
Radio Code ..... (SH) F-1020
Charles M. Stone, director
Television ..... (SH) F-1019
Charles H. Tower, vice president
Television Code Affairs ..... (SH) F-1019
Edward H. Bronson, director
Government Relations ..... (SH) F-1018
Vincent T. Wasilewski, vice president
Broadcast Personnel and Economics (SH) F-1011
James H. Hulbert, manager
Legal ..... (SH) F-1018
Douglas A. Anello, chief counsel
Research ..... (SH) F-1011
Richard M. Allerton, manager
Station Relations ..... (SH) Lobby
William Carlisle, manager
Inter-American Association of Broadcasters ..... (SH) F-1021
Herbert Evans, Representative to IAAB
Newsroom ..... (SH) F-1013-1015
John M. Couric, manager of public relations; Milton E. Magruder, assistant manager; Arthur D. Stamler, audio-visual assistant.

EQUIPMENT MANUFACTURERS

Adler Electronics ..... (SH) Space 26
Albion Optical Co. ..... Unassigned
Alford Mfg. Co. ..... (SH) Space 17
Alto Fonic Tape Service ..... (SH) Space 41
Ampex Professional Products Co. (SH) Space 28
Audiomation Laboratories ..... (SH) Space 37
Automatic Tape Control ..... (SH) Space 6
Bauer Electronics ..... (SH) Space 7-A
Bell & Howell ..... Unassigned
Bogen-Presto Div., Siegler Corp. ..... (SH) Space 35-C, D; 41
Broadcast Electronics ..... Unassigned
Caterpillar Tractor Co. ..... Unassigned
Cellomatic Equipment Corp. ..... (SH) A-701
Century Lighting ..... (SH) Space 6-A
Chrono-Log Corp. ..... (SH) Space 10-A
Collins Radio Co. ..... (SH) E-300
Conrac Div. Giannini Controls .... (SH) Space 28-A
Continental Electronic Mfg. Co. (SH) Space 16
Continental Mfg. Inc. ..... (SH) G-200
Dage Div., Thompson Ramo Woolridge Unassigned
Dresser-Ideco Co. ..... (SH) B-700
Dynair Electronics ..... (SH) Space 37-C
Eastman Kodak Co. ..... Unassigned
Ecco-Fonic Inc. ..... (SH) C-204
EMI/US Ltd. ..... (SH) F-107
Electronic Applications ..... (SH) Space 43
Fairchild Camera & Instrument (SH) Spaces 46-7
Fisher Radio Corp. ..... (SH) Space 34
Foto-Video Electronics ..... (SH) Space 2
Gates Radio Co. ..... (SH) E-100
General Electric Co. ..... (SH) G-600
General Electronic Labs. ..... (SH) D-404-6
Gotham Audio Corp. ..... (SP) B-223-5
GPL Division—General Precision..(SP); Annapolis
Graham Sales Co. ..... (SH) Space 25-A
Hughey & Phillips ..... (SH) E-209
International Business Machines (SH) Space 37-A
ITA Electronics Corp. ..... (SH) G-309
Kahn Research Labs. ..... Space 44
Kliegl Bros. Universal Electric Stage Lighting Co. ..... (SH) Space 19
Kline Iron & Steel Co. ..... (SH) G-409
MacKenzie Electronics Inc. ..... (SH) Space 25
Lumitron Div., Metropolitan Electric Mfg. Co. ..... (SH) Space 25
M & H Engineering Co. ..... Unassigned
Magne-Tronics ..... (SH) E-709
Minneapolis-Honeywell Regulator..(SH) Space 45
Minnesota Mining & Mfg. Co. ..... (SH) Space 22
Miratel Electronics ..... (SH) Space 33
Mitchell Vinten Inc. ..... Unassigned
Moseley Assoc. ..... Unassigned
Orr Industries ..... Unassigned
Radio Corp. of America ..... (SH) G-100
Raytheon Co. ..... (SH) D-500
Schafer Custom Engineering ..... (SH) C-404
Shaler Aitken Communications ..... Unassigned
Sony Corp. of America ..... (SH) Space 36
Stainless Inc. ..... (SP) M-490-2
Standard Electronics Div., Reeves Instrument Corp. ..... (SH) E-800
Sarkes Tarzian Inc. ..... (SH) D-802
Tektronix Inc. ..... (SH) Space 28-B
Telechrome Mfg. Corp. ..... (SH) Space 35
Telecontrol Corp. ..... (SH) Space 3
TelePrompTer Corp. ..... Mayflower
Telescript-CSP Inc. ..... (SH) Space 32
Television Speciality Co. ..... (SH) Space 39
Television Zoomar Corp. ..... (SH) Space ....
Tower Construction Co. ..... (SH) Space 42
Trans-Lux Television Corp. ..... (SH) C-304
Utility Tower Co. ..... Statler-Hilton
Visual Electronics Corp. ..... (SH) G-609
Vitro Electronics ..... (SP) B-523-5
Westrex Corp. ..... (SH) Space 35-C, D

NETWORKS

ABC Radio ..... (SP) B-220
ABC-TV ..... (SP) B-720
CBS Radio ..... (SH) C-500
CBS-TV ..... (SH) C-600
Keystone Broadcasting System ..... (SP) D-700-02
Mutual ..... (SP) E-420
NBC Radio & NBC-TV ..... (SP) B-320

PROGRAM SERVICES

ABC Films ..... (SP) B-620
M & A Alexander Productions ..... (SH) D-702
Jim Ameche Productions ..... (SH) Space 40
AT&T ..... (SH)
California National Productions ..... (SP)
CBS Films ..... (SH) B 600
Community Club Services ..... Mayflower
Futursonic Productions ..... Statler Hilton
Harry S. Goodman Productions ..... (SP) A-211-15
Jayark Films Corp. ..... (SH)
King Features Syndicate Tv ..... Mayflower
Lang-Worth Feature Programs ..... (SH) G-509
Magna-Tronics Inc. ..... (SH) E-709
Mars Broadcasting ..... (SH) 504-A
MCA-TV Ltd. ..... (SP) E-220-22
MGM-TV ..... (SP) C-540
Modern Broadcasting ..... Unassigned
Modern Talking Picture Service .... Statler Hilton
Official Films ..... (SP)
Pams Productions ..... (SP) B-623-5
Profit Programming ..... (SP) A-406-8
Programatic Broadcasting Service (SP) B-423-5
RCA Recorded Program Services .... (SH) D-204-6
Record Source ..... (SP) M-589-91
Screen Gems ..... (SP) C-440
SESAC Inc. ..... (SP) B-520-22
Seven Arts Assoc. Corp. ..... (SP) C-240
Sterling Television ..... Sheraton-Carlton
Telescript-CSP ..... (SH)
Television Personalities ..... (SH) C-504
Richard H. Ullman, Inc. ..... (SH) C-103
United Press Movietone ..... (SP) A-200
Videotape Productions of N. Y. ..... Unassigned
World Broadcasting System ..... (SP) M-689-91
Ziv-United Artists ..... (SP) C-340

STATION BROKERS

Blackburn & Co. ..... (SP) M-590-2
Paul H. Chapman Co. ..... (SH) B-123
Howard S. Frazier ..... 1736 Wisconsin Ave.. NW
W. B. Grimes & Co. ..... 2000 Florida Ave., NW
Wilton Gunzendorfer & Assoc. ..... (SP)
Hamilton-Landis & Assoc. ..... (SP) C-644
Philip L. Kelser & Assoc. ..... (SP) C-251-3
Howard E. Stark ..... (SH)
Jack L. Stoll & Assoc. ..... (SP) F-350-2
Edwin Tornberg & Co. ..... (SP) M-559

STATION REPRESENTATIVES

Am Radio Sales ..... Jefferson
Avery-Knodel ..... (SP) E-426-8
Elisabeth M. Beckjorden ..... (SH)
Charles Bernard; The Country Music Network ..... Mayflower
John Blair & Co.
Blair-Tv
Blair Television Assoc. Hotel Washington 205-6-7
Bolling Co. ..... (SP) A 500
Branham Co. ..... Mayflower
Broadcast Time Sales ..... Willard
CBS Radio Spot Sales ..... Unassigned
CBS Television Spot Sales ..... Statler
Henry I. Christal ..... (SP) M-458-60
Devney-O'Connell ..... Mayflower
Robert E. Eastman ..... DuPont Plaza
Everett-McKinney ..... (SH)
Forioe & Co., Forjoe-Tv ..... Unassigned
Gill-Perna ..... (SP) E-320
Harrington, Righter & Parsons ..... (SH) E-700
George P. Hollingbery ..... (SP) F-340-41
Hal Holman ..... (SH) A-601
H-R Representatives ..... Sheraton-Carlton
The Katz Agency ..... (SP) E-520-22
Robert Kerr Organization ..... (SP) A-111-15
Jack Masla & Co. ..... Statler-Hilton
Daren F. McGavren Co. ..... DuPont Plaza
Meeker Co. ..... (SP) E-620-22
Art Moore & Assoc. ..... Unassigned
NBC Spot Sales ..... Unassigned
John E. Pearson Co., John E. Pearson Television ..... Hay Adams
Peters, Griffin, Woodward ..... Mayflower
Edward Petry & Co. ..... (SH) C-100
Radio TV Representatives ..... (SP) D-600-2
Paul H. Raymer Co. ..... Sheraton Carlton
Spot Time Sales ..... DuPont Plaza
Television Adv. Reps. ..... Woodside Park

WSIX·TV wins... *Public Service*

"CONNIE" AWARD

WSIX-TV Wins In 4 Out Of 6 Categories

The Radio and Television Council of Middle Tennessee awarded WSIX-TV FOUR "Connie" Awards out of SIX categories for meritorious locally-produced TV Programs. "Expedition-Tennessee" (Public Service), "Romper Room" (Children's), "Nashville Sings" (Music), and "Know Your Bible" (Religious) Awards make 18 on the rapidly expanding "wall of fame" at Nashville's Number One Station . . . WSIX-TV.

WSIX-TV also received National "Award of Honor" from ABC-TV for public service program "Expedition-Tennessee"

Affiliated with WSIX — AM & FM

WSIX TV 8 abc NASHVILLE

Represented by: Peters, Griffin, Woodward, Inc.

BULLETIN: NEW NIELSEN SHOWS WSIX-TV STILL NO. 1 PRIME TIME SIX TO MIDNIGHT AVERAGE SEVEN NIGHTS PER WEEK!!!

Tv Stations Inc. .....(SH) A-502
Venard, Rintoul & McConnell .....(SP) M-489-91
Grant Webb & Co. .....Unassigned
Weed & Co. .....Mayflower
Adam Young Inc. .....(SP) C-140
Young Television Corp. .....(SP) C-140

RESEARCH ORGANIZATIONS

American Research Bureau .....(SH) A-702
The Pulse Inc. .....(SP) F-140-41
A. C. Nielsen Co. .....(SP) A-100

MISCELLANEOUS

Advertising Age .....(SP) D-200
Advertising News of New York .....(SH)
Associated Press .....(SP) Franklin Room
Billboard .....Unassigned
Broadcast Advertisers Reports ....(SP) M-658-60
Broadcast Engineering .....Unassigned
Broadcasters Promotion Assn. .....(SP) E-330-2
BROADCASTING Magazine ....(SP) Madison Room
International Electronics .....Unassigned
Media/Scope .....Unassigned
Printers' Ink .....Unassigned
Radio-Television Daily .....(SH) D-400
Sponsor and U. S. Radio .....(SH) G-803
Standard Rate & Data Service .....(SP) E-120-22
Telefilm Magazine .....Unassigned
Television Age .....(SP) E-526-8
Television Bureau of Advertising .....Unassigned
Television Information Office .....(SP) A-511-15
Television Magazine .....(SP) Madison Room
TV Guide-TV Digest .....(SP) D-706-8
U. S. Army .....(SH) Lobby
Variety .....(SH) B-300

Full FCC to answer NAB questions on Wednesday

All seven members of the FCC will participate in the annual commission-industry panel discussion at the NAB convention Wednesday morning (May 10). Answering broadcasters' questions without prior screening will be Chairman Newton N. Minow and Commissioners Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T. A. M. Craven, Frederick W. Ford and John S. Cross.

NAB Board Chairman Clair R. McCollough of the Steinman Stations, will serve as panel moderator. Because of the convention, the commission's weekly meeting will be held on Thursday.

NAB membership up

Membership of NAB reached an all-time high in every category as the association began its 39th annual convention. Total membership is 2,845, up 11% since the 1960 convention, according to William Carlisle, NAB station relations manager.

Membership includes 1,762 am stations (1,230 in 1960), 587 fm stations (327 in 1960), 371 tv (269 in 1960), 125 associates (121 in 1960) plus the major networks. The tv code has 387 subscribers compared to 249 in 1960. The radio code which had no subscription plan prior to July 1, 1960, has 1,231 subscribers.

THE ROSY PICTURE AT ABC RADIO

More affiliates, increased sales and program clearances

Gains for ABC Radio on many fronts were described in reports prepared for delivery to the network's affiliates at a meeting in Washington yesterday (Sunday) morning, preceding the NAB convention.

Robert R. Pauley, vice president in charge of the network, and associates singled out advances made during the past year in the number of affiliated stations, program clearances, news coverage, sports audiences, sales of news and of *Breakfast Club*, and in the acceptance of the new *Flair* program series by both stations and audiences.

About 200 representatives of ABC-affiliated radio stations were expected to be on hand for the meeting. Top officials slated to participate with Mr. Pauley included Leonard H. Goldenson, president of the parent AB-PT; James Hagerty, ABC news, special events and public affairs vice president, and radio network department heads.

Mr. Pauley reported that ABC Radio added 45 affiliates in the last year, the largest single-year total in the network's history; that *Breakfast Club* sales have gained by 15% and that the veteran program is being carried by 295 stations, the highest number in recent years; that newscast sales are up 18% and news clearances are still gaining; and that through *Flair*, the modernized *Breakfast Club* and strengthened news programming the network has achieved its goal of reaching the young adult audience, "the listeners who in the next decade will be better educated and have more money to spend."

He said *Flair*, although relatively new, is now carried by 270 stations, including affiliates in all major markets. Earl Mullin, national director of the ABC Radio stations department, said the daily hour-long service feature, built around name talent, had enabled many affiliates to cancel syndicated material they had been buying from other sources. Mr. Pauley said 35 new personalities had been signed for *Flair* during the past three months.

Audience Size ▪ Ratings victories scored by *Breakfast Club* over its opposition in a number of markets were also emphasized.

Mr. Pauley noted that through its broadcasts of heavyweight title fights ABC Radio had reached the largest audiences in radio entertainment history twice in the last nine months. He told affiliates that ABC Radio would continue to carry only the most important sports events.

Mr. Hagerty assured the affiliates there was good reason to assume that ABC would soon have the best news operation in radio. He said ABC Radio News has doubled its Washington staff and strengthened its overseas corps.

Mr. Goldenson stressed the importance of ABC Radio and reported on the progress of AB-PT generally.

Other speakers were to include Frank Marx, ABC engineering vice president; William Rafael, national program director; James Duffy, national sales director; Jack Mann, national director of research and advertising, and Chet Simmons, administrator of Sports Programs Inc.

NAB Radio Board has eight new faces

Eight new members will join the NAB Radio Board of Directors this week, with five others re-elected for new two-year terms (BROADCASTING, April 10). Another 12 elective directors remain in office for an additional year. The four radio network members are appointed by their networks.

Joining the Radio Board will be these new directors: Carleton D. Brown, WTVI Waterville, Me.; James L. Howe, WIRA Fort Pierce, Fla.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; Ray Johnson, KMED Medford, Ore.; John S. Hayes, WTOP Washington; Willard Schroeder, WOOD Grand Rapids, Mich.; Ben B. Sanders, KICD Spencer, Ia., and Ben Strouse, WWDC-FM Washington. Entering their second terms are these re-elected directors: John S. Booth, WCHA Chambersburg, Pa.; Hugh O. Potter, WOMI Owensboro, Ky.; Odin S. Ramsland, KDAL Duluth, Minn.; Boyd Kelley, KRRV Sherman, Tex., and B. Floyd Farr, KEEN San Jose, Calif.

Four elective vacancies on the Television Board will be filled at a business session of tv members to be held Tuesday morning. Those whose terms end this week are W. D. Rogers, KDUB-TV Lubbock, Tex., Tv Board chairman; Clair R. McCollough, Steinman Stations; Wrede Petersmeyer, Corinthian Stations, and Willard E. Walbridge, KTRK-TV Houston.

Tv Board members whose terms run another year are Dwight W. Martin, WAFB-TV Baton Rouge, La., vice chairman of board; Campbell Arnoux, WTAR-TV Norfolk, Va.; Henry B. Clay, KTHV(TV) Little Rock, Ark.; Joseph C. Drilling, KJEO-TV Fresno, Calif.; William B. Quarton, WMT-TV Cedar Rapids, Ia. Joseph S. Sinclair, WJAR-TV Providence, R. I., and Eugene S. Thomas, KETV(TV) Omaha, Neb. Network tv directors are appointed.

Take a second look

(it's Oreck's, in Duluth)

Take a second look at the Duluth-Superior market-

It's Bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

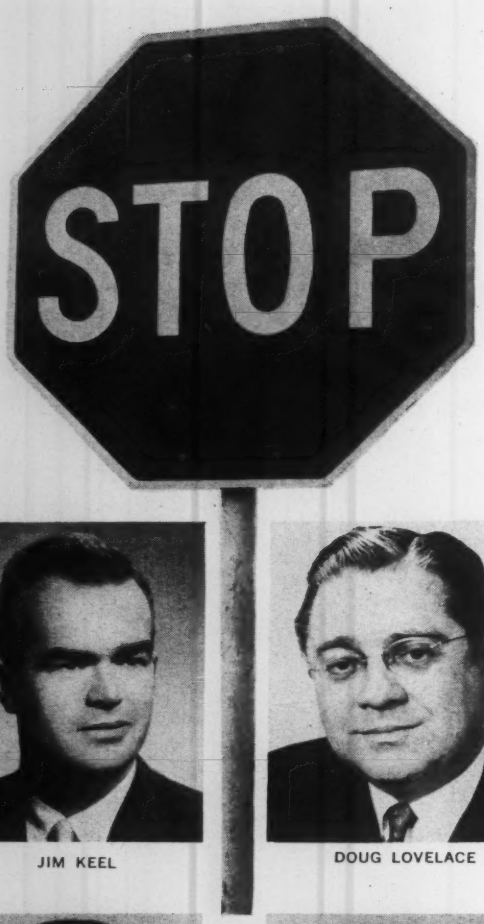
Bigger than Madison and Des Moines!

Bigger than Lancaster, Shreveport and Trenton!

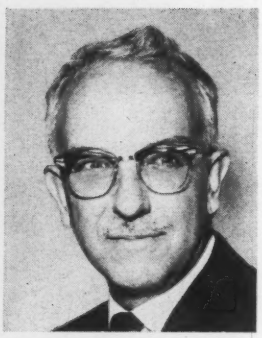
Duluth-Superior-BIGGER than you think-and only KDAL delivers it all!

*Sales Management population estimates, January 1, 1960.

KDAL—CBS RADIO-TELEVISION/3—AN AFFILIATE OF WGN, INC.



...and chat with



ANDY ANDERSON

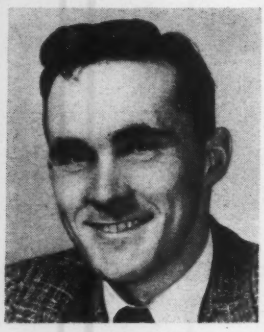
JIM COLDSMITH

JIM KEEL

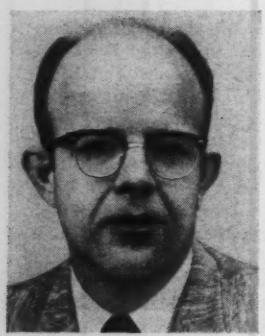
DOUG LOVELACE

while at the

BOB MYERS



TOM PENDERGAST



BOB ROUSEK

BOB SHIPLEY

JIM SMITH

FRANK STEARNS

these ASSOCIATED PRESS men

TOM CUNNINGHAM

JIM FIRMIN

JERRY GILL

HOWARD GRAVES

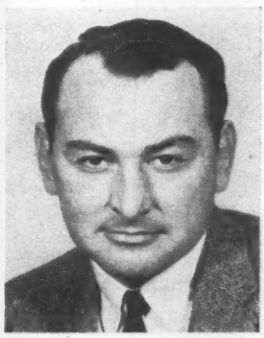
NAB CONVENTION this week

ASSOCIATED PRESS Headquarters

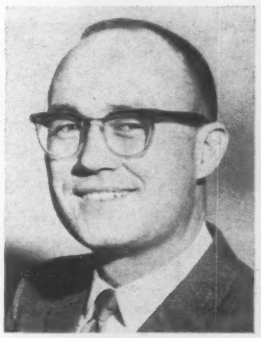
SHERATON PARK HOTEL, Franklin Room-1st Floor, Washington, D. C.

Oliver Gramling, Assistant General Manager, AP.

ROY STEINFORT



TOM STUETZER



BOB SUNDY

BOB WELLS

MORE DISTAFF LEADERSHIP

LeRoy Collins urges AWRT delegates to take more active roles; Tjaden assumes presidency

Broadcasting's goals are America's goals and it "has more to contribute to the accomplishing of the American dream than any other single force," NAB President LeRoy Collins told the 10th Annual Convention of the American Women in Radio & Television last week in Washington.

In his keynote address Thursday before an estimated 1,000 delegates and industry and governmental dignitaries, Gov. Collins told the women broadcasters they play a unique role as "the molders and leaders of men," urging them to assert their leadership and convictions in public and community affairs. Women in broadcasting face a challenge to stimulate such leadership among women throughout the land, he said.

"We need more and more men and women who are looked up to as responsible leaders; who have earned the right to be respected," he added, stressing AWRT's part in encouraging this leadership.

Commenting further, Gov. Collins said that equality of vocational opportunity for women admittedly has not been totally achieved in broadcasting, but that progress was being made, noting the many women in key station and network positions.

A co-feature of the convention was the presentation of the 10th annual *McCall's* Golden Mike Awards, given annually to women in radio and television for outstanding public service work. Pauline Frederick, NBC United Nations correspondent, was named recipient of the highest award for her "authoritative coverage of the UN in its most critical year." She also received the highest Golden Mike Award in 1955.

Miss Frederick was cited by *McCall's* for the "cool, experienced perception with which she 'single-handedly' began an around-the-clock coverage of the Congo as it developed into the year's most explosive news story."

Other Golden Mike winners: Norma Goodman, KTVA (TV) Anchorage, Alaska, and Sunnie Jennings, KDKA-TV Pittsburgh (service to the community); Frances L. Morris, KWTV (TV) Oklahoma City and Polly Weedman, KOTA Rapid City, S. D. (service to the family); Betty Adams, WBZ-TV, and Virginia Bartlett, WHDH-TV, both Boston, (service to the American future).

Tjaden President ▪ Other business included the installation of Montez Tjaden, director of promotion, publicity and public relations for KWTV (TV) Oklahoma City, as president of AWRT. She succeeds Esther Van Wagoner Tufty, Tufty News Bureau and NBC Washington.

The new president-elect is Martha Crane, director of women's programs, WLS Chicago. A veteran of 33 years in broadcasting, she is believed to have won more awards than any woman in broadcasting. She was the recipient of *McCall's* Golden Mike Award in 1960.

Miss Tjaden, who has been serving as president-elect of AWRT for 1960-61, has been active in the organization since 1953 when she served as national publicity chairman. She was also national director-at-large (1955-57) and national southwestern area vice president (1959-60).

She has been with KWTV since 1954, joining the station following a tour of duty as a Commander in the U. S. Naval Reserve at the Pentagon. Long active in promotion, Miss Tjaden was one of the founders of the Broadcast Promotion Assn., serving as its vice president for two terms.

Current officers now beginning the second of two year terms are Elizabeth Bain, secretary-treasurer, (United Artists Assoc., New York), Martha Bohlsen, west central vice president, (Tidy House Products Co., Omaha, Neb.), Gloria Bremkamp, southwestern area vice president (public relations counsel, Oklahoma City); Gloria Chandler, western area vice president (King Broadcasting Co., Seattle); Marion Corwell, east central area vice president (Henry Ford Museum, Dearborn, Mich.); Margaret Kearney, eastern area vice president (WCAU Philadelphia); Ruth Talley, southern area vice president (WLAC-TV Nashville, Tenn.).

Five directors-at-large who were to be elected Saturday are Dorothy Rey-

Last week's AWRT convention in Washington, D. C., brought together (l to r) Montez Tjaden, KWTV (TV) Oklahoma City, new AWRT president; Gov. LeRoy Collins, NAB president and keynote speaker; Esther Van Wagoner Tufty, Tufty News Bureau and NBC Washington, retiring AWRT president; Martha Crane, director of women's programs, WLS Chicago, and new AWRT president-elect, who will be president in 1962.

Open house

Headquarters for BROADCASTING and *Television* magazines during the NAB convention May 7-10 are maintained in the Madison Room of the Sheraton-Park Hotel. The suite is located on the mezzanine and is reached by a short flight of stairs to the right of the main entrance of the hotel.

Representing BROADCASTING are Sol Taishoff, Maury Long, Ed James, Winfield R. Levi, Ed Sellers, Art King, Rufus Crater, J. Frank Beatty, Earl Abrams, Frederick M. Fitzgerald, Lawrence B. Taishoff, Harold Hopkins, Dawson Nail, Leonard Zeidenberg, Don Kuyk, Warren W. Middleton, Bill Merritt, Irving Miller, John Cosgrove, and Gladys Hall.

Representing *Television* are Ken Cowan, Don West and Frank Chizzini.

RUSH TO: WIIC Pittsburgh
RUSH TO: WWJ-TV Detroit
RUSH TO: WBAP-TV Dallas-Fort Worth
RUSH TO: WBKB Chicago
RUSH TO: KOMO-TV Seattle
RUSH TO: WISN-TV Milwaukee
RUSH TO: WTVJ Miami
RUSH TO: KSD-TV St. Louis
RUSH TO: WGR-TV Buffalo
RUSH TO: WEWS Cleveland
RUSH TO: KPRC-TV Houston
RUSH TO: WDSU-TV New Orleans

"CONSULT DR. BROTHERS"—SOLD!!!!

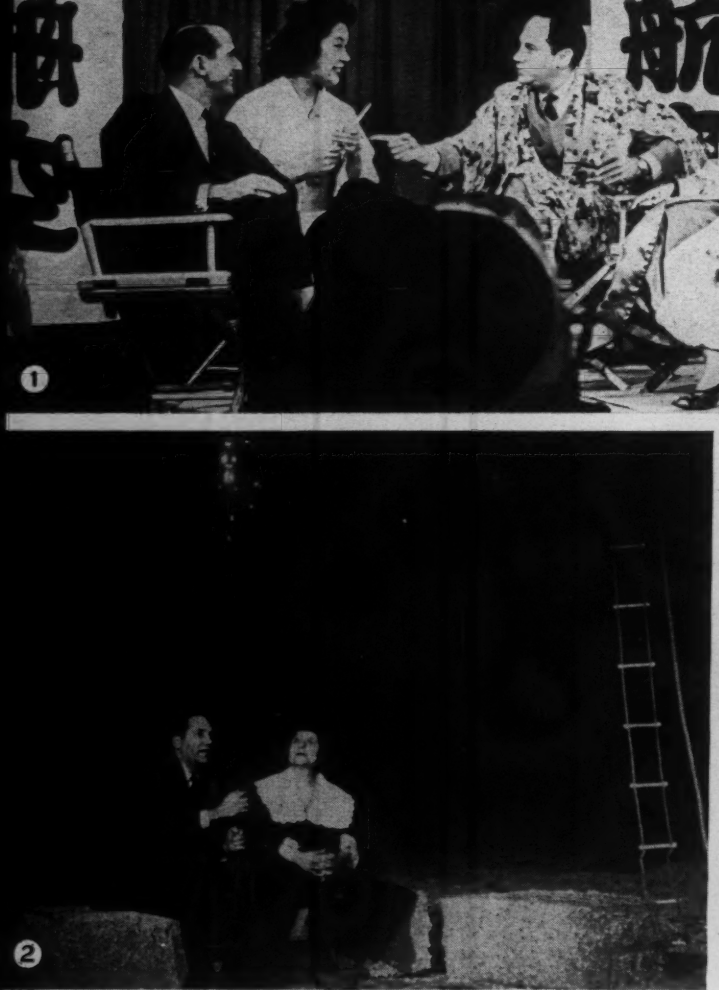
In less time than it takes to write about it, all these major markets were sold. This is just a small part of the total sales picture of the "CONSULT DR. BROTHERS" program.

65 quarter hours or 195 five-minute programs, perfect for stripping.

Note: In its first week on the air in Buffalo, "CONSULT DR. BROTHERS" tripled WGR-TV's morning audience! Check with ABC Films now.

ABC FILMS, INC. 1501 Broadway, New York, New York / Got a programming problem? You're invited to meet and "Consult Dr. Joyce Brothers" at the NAB Convention, Washington, D. C.—May 7 & 8, Suite 620-B, Sheraton-Park Hotel.

"One O'Clock Club" WEWS, Cleveland



IN THE PICTURES—1. Salute to Japan by the One O'Clock Club. 2. On occasion, the Club goes 'on location.' Here the location is center-ring of Circus. 3. Dorothy Fuldheim and guests enjoy one of Bill Gordon's sharp ad-libs.

One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

PROGRAM GOALS

We at WEWS are pledged to use all of our facilities to develop stimulating and entertaining programming, incorporating the finest local talents in the form in which television is itself most exciting and rewarding—live and spontaneous.

Our "One O'Clock Club" is but one example of our constant effort not only to delight the community with fine programming, but also to enlighten it by carefully blending informative and entertainment features in our every local program endeavor.

JAMES C. HANRAHAN
General Manager, WEWS

Accent on Personality

Standout studio productions have long been a specialty with WEWS. Now, in the One O'Clock Club, it has Cleveland's most talked-about program.

What has the Club got, that has kept viewers flocking to WEWS studios from all of Northern Ohio, even from Pennsylvania, since '57?

First, it has two of TV's most provocative and appealing talents: erudite, quick-witted Dorothy Fuldheim, and zany, unpredictable Bill Gordon. They develop spontaneity and excitement that fascinates countless thousands of home viewers, as well as the 100 or more on hand for each show.

Plus guest-stars! Stars like Rosemary Clooney, Dody Goodman, Kaye Ballard, Johnny Mathis, Victor Borge, Genevieve, Henny Youngman or Van Cliburn. Most of them make repeat visits because they have so much fun the first time.

Besides celebrities, Bill and Dorothy chat with experts in every field from matrimony to world-travel . . . or Dorothy enthralls viewers with a gripping book review . . . or Bill sings a duet or cha-chas with a guest to the music of Joe Howard's One O'Clock orchestra.

Yes, the One O'Clock Club has all these —and top ratings, too!

To Blair-TV, creative community-interest programming by great stations like WEWS is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

Uruguayan elected president of IAAB

Senor Raul Fontaina, Radio Carve, Uruguay, was re-elected president of Inter-American Assn. of Broadcasters at Washington meeting last week. Herbert E. Evans, Peoples Broadcasting Co., stations, is NAB delegate representing the U. S. Left to right: Eneas Machado de Assis, Brazil; Fernando Eleta, Panama, 2d vp; Mr. Fontaina; Mr. Evans; Justino Vimenez de Arechaga, Uruguay; Jose Luis Fernandez, Mexico, 1st vp. Raul Trabanino, Sal Salvador, was elected secretary. IAAB delegates are attending NAB convention sessions this week.

nolds, assistant sales service manager, CBS-TV; Phoebe F. (Fran) Troesch, assistant to the district director, public relations, U. S. Steel Corp., Boston; Dora Cox Crosse, vice president and treasurer, Dora-Clayton Agency, Atlanta; Irene B. Runnels, director of marketing, KBOX Dallas; Theodora Zavin, assistant vice president, Broadcast Music Inc., New York.

Sarnoff sees tv network across Latin America

An international tv network in Latin America is regarded by Robert W. Sarnoff, NBC board chairman, as the next step in television's growth pattern. Mr. Sarnoff made this projection in a speech scheduled for delivery May 6 before the Inter-American Assn. of Broadcasters in Washington.

Mr. Sarnoff said that European broadcasters have implemented Eurovision under "far greater handicaps of language and differing technical standards than we have in the Americas." He acknowledged that the "enormous cost" of tying the tv stystems of the various Latin American countries into a network would be "an obstacle," and added:

"For this reason, in my judgment, the soundest starting point would be a regional television network paralleling the Common Market that has already been projected by seven Latin American countries. Such a network could well be extended with the progressive lowering of trade barriers and the progress of the area toward economic integration. What I am envisaging is primarily a network joining Latin American broadcasters because of language, tradition and program interests in that part of the hemisphere."

150 expected to attend Tv Stations Inc. meet

More than 150 broadcasters are expected to attend the sixth annual membership breakfast meeting sponsored by Tv Stations Inc., scheduled today (May 8), at 8 a.m. in the Continental Room of the Sheraton Park Hotel. Warren Bahr, vice president, radio and tv, Young & Rubicam, New York, is the guest speaker. Progress reports on the company's plans for diversification and for syndicated products will be reviewed. At the NAB convention, Tv Stations will maintain hospitality and business quarters in Suite A-502 of the Shoreham Hotel.

Entertainment for the banquet

A special "Radio and Television Theme Overture," written for the occasion by Nelson Riddle, will be performed Wednesday night at the NAB convention banquet. The program will be presented by Broadcast Music Inc.

Jazz will be represented at the banquet by the Count Basie Orchestra. Anna Moffo, of Metropolitan Opera fame, will sing. An all-star group from Nashville will offer music from the country-western-popular field. It will be headed by Chet Atkins, The Jordonaires and Gene Nash. The Ralph Hunter Choir will present selections from the musicals "Fiorello" and "Tenderloin."

Sam Levenson will offer a comedy routine, only non-musical item on the program. Russell Sanjek, BMI public relations director, will produce.

First-run film series: its heyday is past

YESTERYEAR'S BOOM IN NEW TV FILM SERIES HAS FALLEN ON EVIL TIMES

The film buyer for a television station in New York remarked last week: "As of this moment, there are only four first-run tv film syndication series definitely set for prime-time showing in the coming season. In 1956, there were 29 first-run properties released to television and on the air."

This remark dramatizes the lowly estate of the first-run film syndication business, once a high-flying phase of television. A check of both distributors and television stations last week drew various reasons for the decline of so-called "quality," first-run production and distribution. But everybody agreed on at least one point: the number of first-run series is likely to decrease rather than increase in the future. (Low-budget tape and film series are not included in this context of first-run).

The downward trend in this area of television has been going on since 1956. In that year, 29 new programs were offered for syndication. the number has dwindled each year: 1957—20; 1958—16; 1959—15; 1960—8.

The only series definitely scheduled for showing next fall are Ziv-United Artists' *King of Diamonds* and *Ripcord*, Filmaster Inc.'s *The Beachcomber* and Tv Marketeers' *Adventures of the Sea Hawk*. Distributors and stations feel that perhaps as many as two additional series, making a total of six, will become available during 1961, though some distributors claim they are considering making first-run programs available.

Ziv-UA's Plans ▪ Ziv-UA already has announced it plans to distribute eight new series over a 16-month period, beginning with *King of Diamonds*, which was placed on the market last month. Other distributors and some station officials question this high number. They feel that Ziv-UA probably reached this total by counting second-year production of old series and first-run programs not designed for prime-time showing. Independent Television Corp. says it intends to select two of a group of six series—*Whiplash, Ghost Squad, Sir Francis Drake, Night at the Palladium, The Jo Stafford Show* and *Supercar*—and offer them for syndication. Screen Gems, officially, has announced no new series for syndication, but station sources say SG is considering the release of a series called *Shannon*.

But it's a long process from plan to execution. Some station officials claim a new syndicated series will be announced but actually will not be generally sold until a hefty regional sale is completed. "I'd be very surprised if we have more than six new series intended for prime time," one seasoned station film buyer said, noting he's ruling out the second year on old series and shows produced for daytime periods.

Why were there 29 first-run, "quality" tv series released in 1956, eight last year and possibly as few as six this year?

The scarcity of time slots in prime time seems to be the critical factor. This state appears to have developed from increased network programming, including the trend toward hour-long shows, (networks are scheduling series as early as 7:30 p.m. and continuing until as late as 11 p.m.). Some distributors traced the dearth of time periods to the emergence of ABC-TV as a stronger network force. In the words of one distributor: "Even up to two years ago, we could go into a market and sell the ABC-TV station either because the network wasn't programming or because the station didn't want the show. That isn't true today."

Costs Up ▪ A reason advanced by producers-distributors is the steadily increasing costs of producing first-run series, accompanied by stations' unwillingness to pay more for programming today than three or four years ago. Only recently Sam Cook Digges, administrative vice president of CBS Films, warned a meeting of advertising agency and advertiser officials that unless stations and sponsors are willing to invest an "equitable" sum in first-run syndicated films this type of programming will virtually disappear. Some station executives do not "buy" this argu-

Filmaster's 'The Beachcomber'

Tv Marketeers' 'Adventures of the Sea Hawk'

IN STEUBENVILLE-WHEELING THE FRIENDLY GROUP'S WSTV-TV

in both ARB (Mar. 1961) and Nielsen (Feb. 1961)

FIRST IN COVERAGE . . . WSTV-TV is viewed by 13% more homes.

FIRST IN SYNDICATION . . . with the top three (homes delivered) shows.

TOPS . . . in Local Personalities, Sports, News and Weather.

TOPS IN MERCHANDISING . . . EXCLUSIVE, COPYRIGHTED "SHOPPER TOPPER" SERVICE.

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The Best of CBS and ABC

IN STEUBENVILLE:
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IN NEW YORK:
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JOPLIN, MISSOURI

WRGP-TV
CHATTANOOGA, TENNESSEE

WRDW-TV
AUGUSTA, GEORGIA

WBOY-TV
CLARKSBURG, WEST VIRGINIA

Ziv-UA sees no storms ahead for first-run tv film series

Ziv-United Artists Inc., New York, which pioneered in first-run tv film syndication in 1948, is still "bullish" about this phase of the business after 13 years: Ziv-UA has earmarked approximately $12.2 million for production of eight series scheduled for first-run release over the next 15 months.

John Sinn, president, of Ziv-UA, was asked last week why the company plans to operate against the current trend of fewer and fewer first-run syndication productions (see story, page 84). Mr. Sinn smiled but answered quickly:

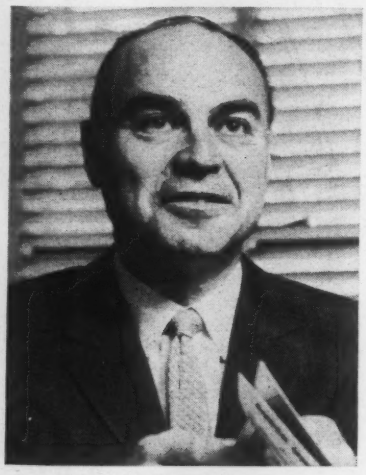
"Because we know that there is a market for quality first-run film series. We know that stations and national, local and regional advertisers will accept these films; our track record bears this out. I cannot believe that stations will not find a place for quality programs and for regional and local advertisers who must have an opportunity to use the medium to compete with their giant national opposition."

Ziv-UA's master plan is to release the first-run series at two-month intervals and its initial program hit the market four weeks ago. This was *King of Diamonds,* starring Broderick Crawford, which already has been sold in 118 markets, including the five largest cities in the country. Last week Ziv-UA announced the release of another series, *Ripcord.*

For competitive reasons, Mr. Sinn said, he prefers not to identify the other serials. But he described in general terms the various types: informative documentary and public service specials, comedy, drama and action-adventure.

'Our main business' ▪ Mr. Sinn said Ziv-UA's expanded production budget during the coming years "really should not be surprising. Syndication always has been our main business for more than 13 years. In simplest terms, our formula is that we know how to produce and we know how to sell the programs."

During the past year, he added, Ziv-UA released six series for first-run syndication and all were sold "in a substantial number of markets." The series and the number of markets bought are: *Tombstone Territory* (156); fourth year of *Sea Hunt* (209); *Home Run Derby* (159); *The Case of the Dangerous Robin* (181); *Miami Undercover* (141), and *Lockup* (187).



Ziv-UA's Sinn

As Ziv Television Programs, the company entered the first-run syndication business in 1948 with *Yesterday's Newsreel* and *Sports Album.* Shortly thereafter, the company started to produce the series that gained it far-flung prominence—*Cisco Kid.* Another of its long-lived series was *Boston Blackie.* In all, the company has produced and distributed more than 40 first-run syndicated series, including *Men of Annapolis, Science Fiction Theatre, Men Into Space* and *Favorite Story.*

Mr. Sinn deplores the scarcity of first-run syndicated programming and adds this observation:

"To remain healthy, the tv film business must keep producing quality syndicated shows. After all, if the networks were the only place where an advertiser could be accommodated, how could the interests of regional and local advertisers and the local stations be served?

"I realize that time slots sometimes create a problem—but I say this: if a program is of high quality, time slots somehow always are found."

ment. They contend that much of the first-run syndicated films in the past did not have much "quality" and that the prices were out of line. This led, in many instances, to "panic" sales at cut-rate prices, which discouraged many producers-directors from venturing into additional first-run projects.

Station officials claim that two or three years ago there was an oversupply of syndicated material on the market, which prevented some new programs from finding sponsorship. A result was that some producers fell by the wayside.

A collateral consideration, according to station executives, is that in the heyday of syndication, distributors were "overstaffed" and their costs soared out of proportion to sales. This, too, dampened the ardor of some producers for venturing into first-run production. Even though sales staffs have been trimmed, distribution costs today run 35-40% above the total production costs and some station officials regard this as too high.

The outlook is even more bleak today, according to several distributors. The trend toward off-network syndication of network series is likely to result in the use of some prime-time slots, particularly on independent tv stations and on some network affiliates, for these programs. In recent months, MCA-TV has released six off-network serials via syndication, including four hour-long programs—*Riverboat, Suspicion, Cimarron City and Overland Trail.* There are indications that other off-network series may be offered shortly for syndication to touch off a trend that will aggravate the time-slot squeeze.

Only last Wednesday (May 3) CBS Films announced it will handle syndication of two off-network programs that have been on CBS-TV in prime time—*December Bride* and *Angel.*

Spark Plug Is Ziv-UA ▪ Ziv-UA is the acknowledged spark plug in the first-run syndication field, whether or not it actually achieves the eight-program timetable it has established. With *King of Diamonds* already sold in 118 markets and *Ripcord* released only three weeks after *King,* Ziv-UA is off to a commanding lead.

What makes Ziv-UA run?

John Sinn, Ziv-UA president, makes the answer sound simple (see interview, above). There is, he says, "a need" for quality, first-run programs and Ziv-UA simply fills this void. Rival producers and distributors say that Ziv-UA, from its years of experience in the business, has learned how to produce for this market and has learned to bring in a show at the lowest possible cost without a noticeable sacrifice of production values.

They acknowledge, too, that Ziv-UA has a top-flight syndication sales staff which knows all the tricks of selling. Several distributors noted that Ziv has been in the business for 12 or 13 years and has served many regional and local advertisers; that in many markets Ziv has the time slots 'sewed up' because many of these advertisers have built-in

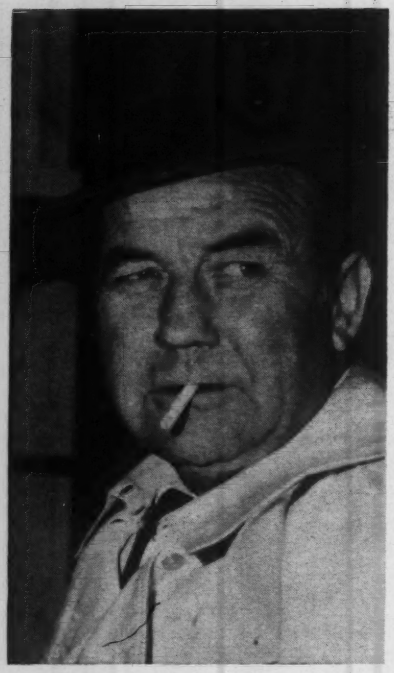
Mutual coverage wraps up the buying dollars

Mutual Radio is strongest where the buying is biggest. 70% of all drug store sales and 66% of all food store sales are in A and B markets (ask Nielsen)—and Mutual now wraps up 66% of its radio audience in these markets! Mutual covers 87 of the top 100 markets with local affiliates—more than any other radio network. Got a food or drug store account in the house? Buy Mutual Radio—and you've got it covered at the point of sale.

MUTUAL RADIO

A Service to Independent Stations
Subsidiary of Minnesota Mining & Manufacturing Company 3M

ATTENTION NAB CONVENTIONEERS! MUTUAL RADIO HOSPITALITY SUITE, E. 420 SHERATON PARK HOTEL.



Ziv-UA's 'King of Diamonds'

franchises.

Filmasters' *The Beachcombers* has been bought individually, by 80 stations, guaranteeing its appearance as a fall entry. These 80 include outlets which own TV Stations Inc., an organization which buys film programming on behalf of approximately 150 tv stations. This buying-in-advance is significant because a producer and distributor in today's market must have a certain guarantee of money already in the till before they wade into a full-scale production and selling effort. Ziv-UA traditionally lines up a group of regional sales before launching a new series.

Wynn Nathan, president of TV Marketeers, which is distributing *Adventures of the Sea Hawk* as a first-run vehicle this fall, hopes to sidestep the prime time pinch by recommending that the series be scheduled in a 7 p.m. period. He noted that *Sea Hawk* is an "all-family" show and should appeal to both children and adults, but acknowledged a series which relies on "blood and thunder" might not be suitable for an early time slot.

The future of so-called quality first-run syndication programming appears discouraging. Film companies of substance, such as MCA and Screen Gems, show no inclination to wade into the battle of soft time slots and hard-to-get money. Instead they prefer to produce and sell their new programs to the networks. Other producers and distributors regard it as foolhardy to gamble. They'd rather trade in re-run films and low-budgeted serials intended for the more accessible periods outside of prime time.

Count-down on Companies ▪ The shape of things to come has been discernible for some years also in the dwindling number of companies producing or syndicating first runs. Five years ago such companies as National Telefilm Assoc., Flamingo Films, ABC Films, MCA-TV, NBC Films (now California National Productions), Television Programs of America, Guild Films and Screen Gems were riding the crest of the first-run syndication wave. Ziv-UA (then Ziv Television Programs) is the only organization still navigating in the same old waters. Most of the other film organizations are still in business today—but not as first-run producers. They've found other—and less treacherous waters—in which to sink or swim.

Seidelman says laziness hurts first-run market

Officials of most television stations are "willing to ride the network" and are "unwilling to take the time to look over and buy first-run syndication shows and then go out and sell them," Robert Seidelman, vice president in charge of syndication for Screen Gems, said last week in explaining reasons for the dearth of prime-time first-run film on the market today (story, page 84).

Mr. Seidelman feels the network practice of scheduling hour-long programs over the 7:30 p.m. to 11 p.m. period and the emergence of ABC-TV as a strong network have contributed to the scarcity of time slots, which, in turn, has discouraged first-run film (generally a half-hour in length). But he thinks many stations could decline to accept some network programs, substitute first-run products and make "100 cents on the dollar instead of 30 cents," if they "buy properly, program properly and go out and do a selling job."

Mr. Seidelman stressed that his criticism does not apply to all stations but does cover "the vast majority, who are too lazy and find network programs are no bother at all to carry." One bright ray on the horizon, according to Mr. Seidelman, is the possibility that the tv networks "will not be sold out" this fall and this may make some additional prime time slots available for first-run syndication film. In that eventuality, he said, Screen Gems "will be ready with two or three properties."

ATAS workshop ready to go

Auditioning and rehearsing since the first of year, Drama Workshop of Academy of Television Arts & Sciences can be expected to go into full-scale production this month. The Workshop group—which expects to be increased to 40 people—is in the live drama phase of tv and now is buying scripts. Eventual target: a network and spot for these professionals to show their art forms.

Mars to specialize in promotion aids

Formation of Mars Broadcasting Inc., Stamford, Conn., specializing in custom promotional aids, jingles and radio programming services, has been announced. Partners are Robert V. Whitney, executive vice president (formerly national program director of the Balaban stations); Stanley N. Kaplan, executive vice president (former sales manager of WIL St. Louis) and the Stamford investment firm of Fox, Well & Rogers which operates and holds interests in KOGO-AM-TV and KFSD-FM San Diego and WSAI Cincinnati.

Mars Funtests are short, simple contests which ask "happy questions" and award small cash prizes. A new Funtest is provided every three days. They also can be sold as commercials with custom-produced sponsor's messages.

Stations currently subscribing to Mars' service are WABC New York; WLS Chicago; WHK Cleveland; WXYZ Detroit; KQV Pittsburgh; WKWK Wheeling, W. Va.; WIP Philadelphia; WITH Baltimore; WKBW Buffalo; WBBF Rochester, N.Y.; WTTR Albany, N.Y.; WGH Newport News, Va.; WMBR Jacksonville; WCKR Miami; WALT Tampa, Fla.; WLOF Orlando, Fla.; WHHM Memphis; WKDA Nashville, Tenn.; CHUM Toronto; WSAI Cincinnati; WISH Indianapolis; WQXI Atlanta; WOLF Syracuse; KRUX Phoenix; KIMN Denver; WKY Oklahoma City; WMEX Boston; KNOK St. Louis; KDEO San Diego; KAFY Bakersfield, Calif.; KFXM San Bernardino, Calif.; KTKT Tucson.

The firm is at 575 Hope St., Stamford, Conn.

Telescript's audio devices

The establishment of a new division featuring audio devices for the radio and television fields has been announced by Telescript-CSP Inc.

Harrison C. Reader, executive vice president of Telescript, said that the new division's products will be unveiled May 7 at the annual NAB convention this week in Washington.

Telescript made a public stock offering March 2, 1961. The company designs, leases and sells visual equipment such as speech prompting and projection devices for television, motion pictures and education. Its educational equipment, which was displayed April 24-27 at the National Educational Assn. convention in Miami, is used by leading universities.

Entertaining, informative programming attracts and keeps audiences on WSB. Listeners write more than 150,000 letters a year, including acclaim of "Merry Wives of Windsor" from an Ohio professor... request from an Alabama educator for tapes of WSB produced "Inauguration of Jefferson Davis"... praise for helicopter traffic service by Atlanta Retail Merchants Ass'n. Nielsen (Nov-Dec 1960) shows WSB first 97% of the time. Schedule WSB and sell Atlanta and other millions too!

ATLANTA'S
wsb radio

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

MGM releases 30 post-'48 films to tv

MGM's release of 30 of its "biggest" post-1948 feature films to tv, is being announced this week at the NAB convention in Washington. Labelled "The Best of the Fifties," the film package includes "The Bad and the Beautiful," winner of six Academy Awards which stars Kirk Douglas and Lana Turner; and "The Actress," with Spencer Tracy, Jean Simmons and Tony Perkins.

Other pictures to be released include "Carbine Williams," with James Stewart; "Royal Wedding," starring Fred Astaire; "Lone Star," with Clark Gable and Ava Gardner; and "Battle Circus," starring Humphrey Bogart.

MGM's move leaves Paramount Pictures and Universal Pictures as the only major studios who have not made their post-'48 films available to tv.

'Continental Classroom' ends after current season

Television's only nationwide educational series, *Continental Classroom*, will end its 3-year association with NBC-TV on May 26, the date of its concluding telecast for the season.

Dr. John W. Taylor, acting president of the Learning Resources Institute, producer of the program, indicated that his organization was finding it increasingly difficult to raise the $400,000 in transmission and operational costs needed to present the early-morning college credit courses each year. He said the "financial problem" is the primary reason the educational series will be leaving the tv network.

According to Dr. Taylor, Learning Resources Institute, which represents 12 national educational groups including the American Assn. of Colleges and the National Educational Assn., has received grants totaling $1.6 million from the Ford Foundation since *Continental Classroom* first went on the air in the fall of 1959. In addition the institute has received gifts of $100,000 a year or more from several giant corporations including Radio Corp. of America, parent company of NBC. Dr. Taylor explained that the Ford grant has terminated and many of the $100,000 a year donors have complained about the continued high cost of the program.

Cable Costs ■ To solve the problem, the institute asked NBC to supply the program to stations in a manner that would cut present cable costs. Of the 172 stations that carry the telecasts all but 48 (30 of which are etv stations) receive them over NBC's network lines and present them at the same time every weekday 6-7 a.m.

FORECASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

May 8-12, 15-17 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

May 8-12, 15-17 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

May 8-12, 15-17 (10:30-11 a.m.) **Play Your Hunch**, part.

May 8-12, 15-17 (11-11:30 a.m.) **The Price Is Right**, part.

May 8-12, 15-17 (12:30-12:55 p.m.) **It Could Be You**, part.

May 8-12, 15-17 (2-2:30 p.m.) **The Jan Murray Show**, part.

May 8-12, 15-17 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

May 8, 15 (9:30-10 p.m.) **Concentration**, P. Lorillard through Lennen & Newell.

May 9 (10-11 p.m.) **The Renegade**, sust.

May 10, 17 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

May 10, 17 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

May 11, 18 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

May 12 (8:30-9 p.m.) **Five Star Jubilee**, Massey-Ferguson through Needham, Louis & Brorby.

May 13 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

May 13 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

May 13 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

May 14 (6-6:30 p.m.) **Meet the Press**, co-op.

May 14 (7-8 p.m.) **The Shirley Temple Show**, Nabisco through Kenyon & Eckhardt.

May 14 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

NBC, which supplies the time, network production and color facilities for the program, felt that the institute's plan would "destroy the nationwide character" of the series which has approximately 400,000 viewers daily. A spokesman for the network said that if the telecasts were not sent over the network cables it would be "impossible to get all the stations to carry them at the same time." He claimed the network was mostly interested in maintaining the series as a "national educational service." At the same time he promised that NBC would "make every effort to continue *Continental Classroom* or another national educational series next season." NBC claims the right to use of the series' title and also has an option to present reruns next season of the contemporary mathematics course it is now televising.

Dr. Taylor suggested that a legal battle might ensue if NBC presented a series using the *Continental Classroom* title for a new series of educational programs. The institute believes the title is an integral part of its series, he said, and stressed that other broadcasters have expressed an interest in showing the series next season in a kinescope or film form.

Film sales...

Crime and Punishment, a new tv series filmed inside California prisons, has been purchased by Metropolitan Broadcasting, N. Y., for telecasting on WNEW-TV New York, WTTG (TV) Washington, D. C., KOVR (TV) Sacramento, WTVH (TV) Peoria, and WTVP (TV) Decatur, Ill.

Warner Bros. Post-'50 Second Volume (Seven Arts Associated): Sold to WCAU-TV Philadelphia.

Post-'48 Columbia Features (Screen Gems): Sold to KCMO-TV Kansas City; KPHO-TV Phoenix; WNEM-TV Bay City-Saginaw, Mich., and WRBL-TV Columbus, Ga. Now in 23 markets.

The House Detectives (HD Productions): Sold to WBIR-TV Knoxville, Tenn.; WTVC (TV) Chattanooga, Tenn.; WTCN-TV Minneapolis. Now in 11 markets.

Clutch Cargo (George Bagnall & Assoc.): Sold to WTVD (TV) Durham, N. C.; WRGB(TV) Schenectady, N. Y.; WMAL-TV Washington; WFBC-TV Greenville, S. C.; KTUL-TV Tulsa; KTVB(TV) Boise, Idaho; WFMY-TV Greensboro, N. C.; KPIX(TV) San Francisco; WHBF-TV Rock Island, Ill.; KHSL-TV Chico, Calif.; KELO-TV Sioux Falls, S. D.; KDLO-TV Florence, S. D.; KPLO-TV Reliance, S. D.; KATV(TV) Little Rock; WSIL-TV Harrisburg, Ill.; WOWL-TV Florence, Ala.; WXYZ-TV Detroit. Now in more than 70 markets.

Playboy's Penthouse (Official Films): Sold to KTLA (TV) Los Angeles. Now in 16 markets.

Films of the '50's (Seven Arts Associated): Sold to WTOL-TV Toledo, Ohio; KOTV(TV) Tulsa; WTRF-TV Wheeling, W. Va.; WBTW (TV) Florence, S. C., and KHOL-TV Kearney, Neb. Now in 79 markets.

CBS Films Inc. sales up

An increase in sales and the announcement of four new products for syndication highlighted the CBS Films Inc. annual sales meeting in New York last week. Salesmen at the two-day sessions were told the company boosted its gross domestic syndicated sales 90% the first quarter of this year over a like period in 1960—and 2% over the 1959 record for the quarter.

No dollars and cents figures were issued, however.

The most important of the new

SEE THE VAST DISPLAY OF GATES PRODUCTS at the 1961 NAB CONVENTION

GATES ... *the Leader*

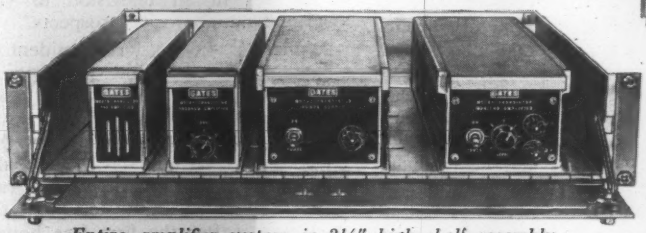
NEW...*in FM*...NEW...*in AUDIO*... NEW...*in AM!*

GATES . . . the Leader in FM with *three* new FM transmitters . . . years ahead in concept and design.

This entirely new FM transmitter line — for 20, 15 and 10 kilowatts — is displayed for the first time at the 1961 NAB Convention.

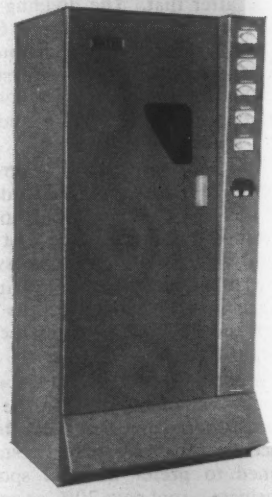
Dedicated engineering has created an advanced design in each transmitter to provide you with longer tube life, quieter operation, built-in remote control and unprecedented dependability.

New Gates FM-20A
20 Kilowatt FM Transmitter



Entire amplifier system in 3½" high shelf assembly — Preamplifier, Program amplifier, Power supply and Monitor amplifier.

GATES . . . the Leader in AUDIO with new fully transistorized plug-in system amplifiers . . . unexcelled in reliability and compactness for any AM, FM, TV or recording studio audio system.



BC-1T Transmitter complete with silicon dry rectifiers, built-in dummy antenna (standard equipment), and built-in Conelrad.

GATES . . . the Leader in AM with a new BC-1T 1000 Watt AM transmitter with silicon dry rectifiers throughout . . . offering unmatched reliability for the most exacting broadcast service.

No other 1000 watt AM transmitter manufactured in America today has been built with more painstaking regard for precision craftsmanship and trouble-free operation than the Gates BC-1T.

Look for* GATES ... *The World's Most Wanted Broadcast Equipment

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

product packages available for syndication in the fall is the 137-episode comedy series, *December Bride*. Also available are 33 reruns of *Angel*, 26 new half-hours of *Deputy Dawg* and 94 reruns of *Wanted—Dead or Alive*. The last series will be sold under a new title.

Program notes...

SAC anniversary ▪ To commemorate the 15th anniversary of the Strategic Air Command, SAC has produced a 30-minute program featuring Jimmy Stewart, Arthur Godfrey, Joan Crawford, Bob Considine and the men of the Strategic Air Command. Titled, *SAC Fifteen—The Mission and the Challenge*, the public affairs type program is available free to television stations requesting it. Program directors should make their requests to Radio-Tv Section, Directorate of Information, Hq. Strategic Air Command, Offutt AFB, Neb.

Series of oddities ▪ A radio baseball program, consisting of a taped series of five-minute stories based on historical oddities of the sport, is offered to stations in the market for a pre or post-game show. The new series was originated by Les Sand, former announcer at WNTA Newark, N. J., and is narrated by Dick Noel, utilizing research collected by baseball historian Ira Smith. Station inquiries may be addressed to Les Sand, 220 Mount Vernon Place, Newark.

THE MEDIA

CBS woos affiliates with plans, profits

PROGRAM INNOVATIONS REVEALED; PALEY PROMISES LEADERSHIP QUALITY

New business practices and the promise of more to come—keyed to new realities of which the status symbol is the profit squeeze—marked the annual convention of CBS-TV affiliates last week.

The changes in business relationships, actual and contemplated, shared honors with program innovations set, planned or under study.

Highlights of the meeting, held Thursday and Friday in New York with a record attendance of more than 400 representatives of CBS television affiliates, included these:

▪ A new station-compensation plan was introduced, featuring a pay scale designed to make network programs easier to clear and harder to turn down (CLOSED CIRCUIT, May 1).

▪ The originally inflammatory practice of selling morning programs in one-minute segments was declared to be progressing so satisfactorily after three months of operation that officials held out hope that prices might be raised. In the meantime, compensation to stations for carrying these programs was changed from a variable to a fixed-level basis—and the price to advertisers for the early-morning *Captain Kangaroo*, formerly sold in minutes but now back on quarter-hour sponsorships, was in fact raised.

▪ A new News Recording Service allowing affiliates to tape CBS-TV newscasts and insert excerpts into their local news programs, was pronounced ready to go as of May 15, and CBS News officials said they were thinking of a nightly half-hour newscast as one possibility for improving television news (see page 102).

▪ Officials disclosed that they plan to re-examine their nighttime contiguous-rate system and its 20% penalty to the advertiser who wants "the privilege of being away from himself."

▪ A fall program schedule which officials predicted will be "the strongest we have devised since the start of three-network competition" was laid out for affiliate inspection. Balance and quality were the distinguishing features stressed by network authorities.

▪ Board Chairman William S. Paley, making one of his infrequent appearances as a principal speaker before the affiliates convention, put emphasis on the balance-and-quality theme and warned that "the cheap or gaudy runs its course fast." (see page 100).

Frequent emphasis was placed during the two-day meeting on the fact that television's boom period is past—that three-network comeptition is a fact of life, that expansion in terms of new television homes henceforth will be limited primarily to the nation's natural population growth and that networks and stations alike will have to hustle more than ever before. "Profit squeeze"—as felt by both networks and stations—became a familiar phrase.

CBS-TV network President James T. Aubrey Jr. warned bluntly that affiliates face a rougher and tougher fight for every viewer and that in the same way networks face a harder fight for audiences and advertising dollars. On top of this, he said CBS-TV's job is made even tougher by the fact that it is spending more than $25 million on prime-time information programs which represent over 15 percent of its schedule but which, while sponsored in most cases, nevertheless represent an out-of-pocket loss in revenues (for other figures affecting the "profit squeeze" see page 100).

Mr. Aubrey said today's challenges must be met "in new and imaginative ways . . . we must experiment." He voiced confidence that CBS-TV would meet the challenges and assured his affiliates that "we are bound and determined to lengthen your lead in audiences and in advertising billings next season." He said, "We are confident that the leadership of your network coast to coast will be matched by your own dollar leadership in your own local market. Our confidence rests in the fact that we will be delivering the best adjacencies in all television to your local and national-spot prospects."

William B. Lodge, vice president for affiliate relations and engineering, spelled out details of the new station-compensation plan. Basically, it establishes two levels of payment for programs cleared by affiliates. Where affiliates now get 30% of their gross rates for each so-called "converted hour" that they clear (after the first free hours), the new plan pays 10% for each hour up to a certain level, and 60% for each hour after that. The dividing line between the 10% rate and the 60% rate will vary according to volume of network business, but it was understood that roughly the first 60% of commercial orders get the 10% rate and all over that get the 60% rate.

Mr. Lodge offered this example: under the old plan a station ordered for and clearing 35 "converted hours" would receive nothing for the first five hours and would get 30% of gross for the next 30. Under the new plan he would get 10% of gross for the first 24 hours and 60% of gross for the last 11 hours.

The problem under the old system, Mr. Lodge explained, is that the last few hours ordered are the hardest to get clearance on. By that time the station is inclined to prefer national spot or local business—spot pays 70% as against 30% now paid for carrying network programs—and the old system therefore has a built-in incentive to substitute non-network commercial programming for network business when the affiliate has a choice.

Not Competitive to Spot ▪ Mr. Lodge said the new plan does not try to out-bid the spot buyer but rather removes most

COMMON SENSE

A timebuyer had just settled his income tax (out of court) and he was feeling particularly poorly. In fact, he had only five pennies in his pocket . . . along with his commuter ticket and trusty NSI.*

During bag lunch at his desk, while shuffling pennies, he hit upon a scheme to win a few dollars. That afternoon he borrowed some money and bet various office mates that in 10 minutes they couldn't arrange the five pennies so that each one touched all the others. At $5 a wager, he soon won so much money that he began to worry about *next* year's capital gains tax.

If you can tell us how to place the five pennies so each touches every other, we'll send you a copy of Dudeney's "Amusements in Mathematics" — Dover Publications, Inc., N. Y. If you've already won it, say so in your entry and we'll send you another prize.

* NSI shows (incidentally) that WMAL-TV has the largest audience in the Washington market, 6 PM to Midnight, all week long. (Jan. '61)

wmal-tv

abc

Washington, D. C.

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Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

Announcing a Significant New Research Study . . .

"The Buying Power of the Media/scope Audience"

The real test of Media/scope's ability to deliver customers for you is its strength in covering the people best able and ready-to-buy your medium . . . the people with the authority to say "yes" in terms of media selection and the ability to say "yes" in terms of buying power.

Now, media advertisers can pinpoint these buyers of advertising in a revealing study of the Media/scope audience, its buying power, and its involvement in the decision-making process of media selection for all major media classifications.

"The Buying Power of the Media/scope Audience" was developed and conducted by Market Facts, Inc., in cooperation with the Research Division of Standard Rate & Data Service. The study is concerned with the Media/scope reader as a *Buyer of Advertising*, and his responsibilities in terms of the advertising volume handled by each reader. The study answers, specifically, the following questions about our readers in both agencies and advertiser companies:

- **What media do they buy?**
- **How much, *in dollars*, do they buy?**
- **How much media will they buy in 1961?**
- **How involved are they in the various phases of the media-buying decision?**
- **What is the approximate size of agency billings and advertiser appropriations of the companies penetrated by Media/scope?**

Here, for the first time, Media advertisers have a definitive picture of the penetration of Media/scope among *buyers* of advertising in both agencies and advertiser companies . . . the influence and power—in dollars and decisions—Media/scope readers wield in the selection of media.

Look over the tables on the opposite page. You'll find the facts that can help you decide how your advertising dollars can be most soundly invested to effectively reach the *buyers* of advertising space and time.

Concentrate on the "ALL-MEDIA" Buying Power of Media/scope

What do they buy?

Media	Percent Handling Funds in 1960	
	Agency Readers	Advertiser Readers
Business Publications	77	83
Newspapers	88	48
Consumer Magazines	74	35
Spot Radio	73	29
Network Radio	13	3
Spot Television	65	28
Network Television	15	10
Farm Magazines	33	13
Outdoor	60	21
Transportation	35	10
International	28	15

** Summary tables prepared directly from Market Facts report.*

How much do they buy?

Media	Average expenditures per reader handling funds in 1960	
	Agency Reader	Advertiser Reader
Business Publications	$ 732,098	$114,227
Newspapers	670,509	695,868
Consumer Magazines	917,307	376,087
Spot Radio	287,341	119,154
Network Radio	554,999	279,166
Spot Television	922,426	348,399
Network Television	3,304,411	402,551
Farm Magazines	174,374	48,985
Outdoor	194,921	229,967
Transportation	37,837	49,770
International	170,370	46,250

** Summary tables prepared directly from Market Facts report.*

The reader is cautioned not to multiply the "average expenditure per . . ." figure for any given group by the size of the group and compare it with published industry estimates. The resultant total would exceed in some cases the annual industry total. This is a function of the complexity and duplication of media-spending activity at various job levels.

What media decisions do they make?

	Agency Readers	Advertiser Readers
Budget formulation and allocation	72%	90%
Selection of specific media	78	84
Formulation of general media plans	82	75
Scheduling and contracting of media	65	53
Examination of media market information	78	71
Selection of specific markets	52	65
Evaluation of general media plans	74	88

** Summary tables prepared directly from Market Facts report.*

These are just a few of the many important facts media advertisers will find in the "Buying Power of the Media/scope Audience." If you are interested in selling the people whose responsibility it is to channel advertising's billions of dollars into media, it will pay you to get the complete story on this significant, revealing new study.

Another salient point: Media/scope reaches, and is read by, a sizable group of advertiser buyers of media who are unreached by any other of the magazines included in this study taken separately. With one exception this uniqueness of coverage is also evident among agency buyers of media.

Write or call the nearest Media/scope office today. A District Manager will personally make sure you have all the information about the "Buying Power of the Media/scope Audience."

Media/scope

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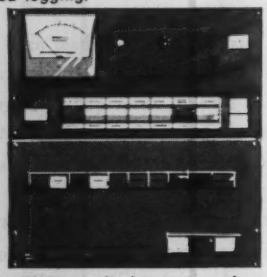
NEW!

Continental's type TRC-3 Transmitter Remote Control and TRC-FA Fault Alarm systems designed for new reliability in unattended operation.

TYPE TRC-3 provides simple, reliable remote control. Especially adaptable for automated logging.



TYPE TRC-FA monitoring system gives automatic alarm for any change at transmitting plant.

booth 16 at the NAB Show

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of the financial incentive to refuse a network offering in order to accommodate spot. The 60% payment at that level of clearance works two ways—it more nearly competes with spot in what it offers, and it also means that, if a station refuses clearance, he is losing substantially more network money than is the case under the existing system.

In the new plan, the number of hours in the 10% category and the number in the 60% category are proportioned so that the affiliate has substantially the same potential revenue as under the old system. In the case of affiliates ordered for substantially the entire CBS-TV commercial schedule, it works out so that total payments under the old and new contracts would be the same when one hour per week of network business is not cleared. This means that clearance for that final hour would result in higher payment than the old contract provides in the case of complete clearance.

Affiliation contracts incorporating the new payment system have been signed by more than a dozen affiliates whose old affiliation agreements expired within the last two or three months.

Mr. Lodge described the new system as much more realistic for both network and affiliates and called it an essential move if network business is to be kept healthy.

The early-morning *Captain Kangaroo* program and the 10 a.m. to 12 noon block of programs sold in one-minute units have their own compensation arrangements and therefore are not affected by the new plan. But some changes are being made in compensation for the late-morning block, so that stations can anticipate these payments more accurately. At present, the amount of payment depends on the number of stations carrying each program; the greater the number of clearances, the smaller the amount of payment.

Mr. Lodge pointed out that most stations have accepted these programs, so that clearances actually are quite stable. Therefore, he said, until further notice payments on the 10-10:30 a.m. program will be made as if stations representating 65% of the rate card were carrying it; the 10:30-11 program, as if it had 81% clearance; 11-11:30, as if 95%, and 11:30-noon as if 86% were clearing.

Option to Change ▪ If actual clearances drop below these levels, payments may revert to the old system. If clearances increase, the network will absorb the loss. But it reserves the right to set a new "floor" based on three to six months' experience. If clearances should rise to such a point that the loss in payments become too high for the network to absorb, Mr. Lodge thought the time charges to advertisers might be increased, so that affiliates would still not lose anything and might gain.

Officials thought the network's experience with *Captain Kangaroo* might be a good omen for the late-morning block. *Kangaroo,* which at one point could not attract advertisers except in one-minute units, is now virtually sold out and the price for a quarter-hour is being raised from $6,600 to $7,500.

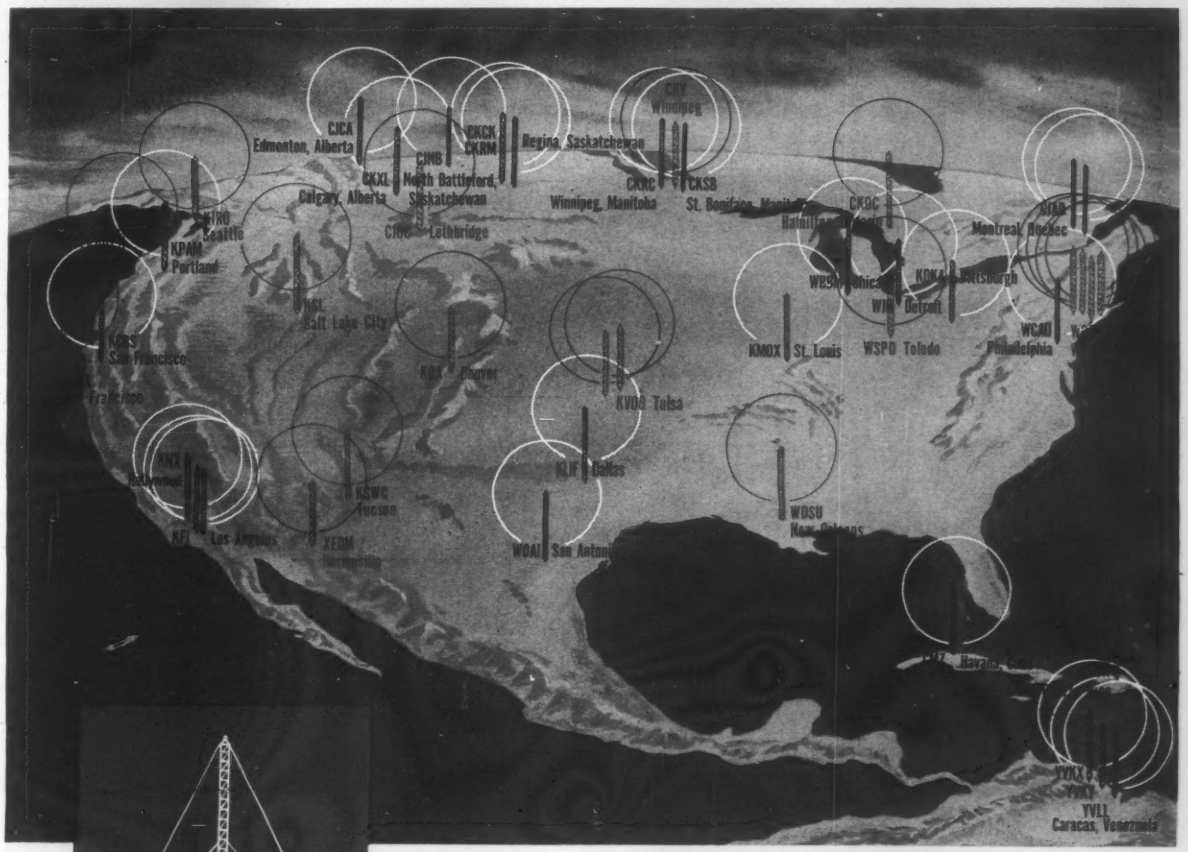
Mr. Lodge also revealed that automation is making headway in CBS-TV's record-keeping. He said that in addition to normal payroll and accounting data, the network's computation of orders, clearances, billings to advertisers and payments to stations soon will be processed by a new IBM 7070 computer. And he suggested that within the next 12 months CBS-TV may start field-testing a new device which, installed at a station, would provide an automatic tape record of essential details regarding each network program carried by that affiliate. In widespread use the device would speed up pavement of station compensation and greatly simplify stations' preparation of reports.

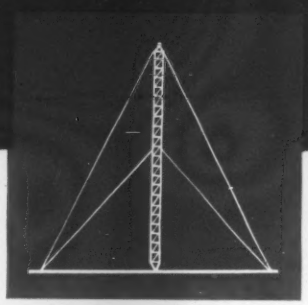
Trend to Minute Sales ▪ William H. Hylan, sales administration vice president, covered a wide range of business questions in his appearance before the delegates.

He said that the sale of network time in minutes—a trend which many affiliates of all three networks have protested—was "here to stay." He said CBS-TV had opposed the trend, but that NBC-TV is now offering 50% of its nighttime schedule in minutes and that ABC-TV is selling two-thirds of its entire schedule in the same way, and that CBS-TV therefore must follow suit on at least a "minimum" basis or else shut off from itself a "substantial source or revenue." Other CBS-TV authorities reported that they will be offering three and a half nighttime hours, plus the morning programs, on a minute-sale basis this fall.

Mr. Hylan also told the affiliates that CBS-TV plans to look into its contiguous-rate structure insofar as evening programming is concerned. He pointed out that an advertiser buying two contiguous half-hours gets the time at the one-hour rate, whereas he pays 120% of the hour rate if the two half-hours are on different nights. The 20% difference, Mr. Hylan said, is "an impressive penalty to pay for the privilege of being away from himself."

The Sales Administration chief said more and more advertisers are being forced by economic considerations to buy on the contiguous basis (or in minutes) and that contiguous buys tend to take some of the flexibility out of program planning. CBS-TV doesn't known what the answer is but expects eventu-





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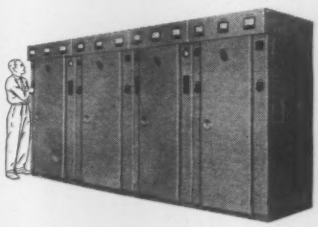

317B 50 KW installations include: WJR, KLIF, WOAI, KFI, WOR, WMGM and KVOO, with KFAX and KSWC equipment in factory test.

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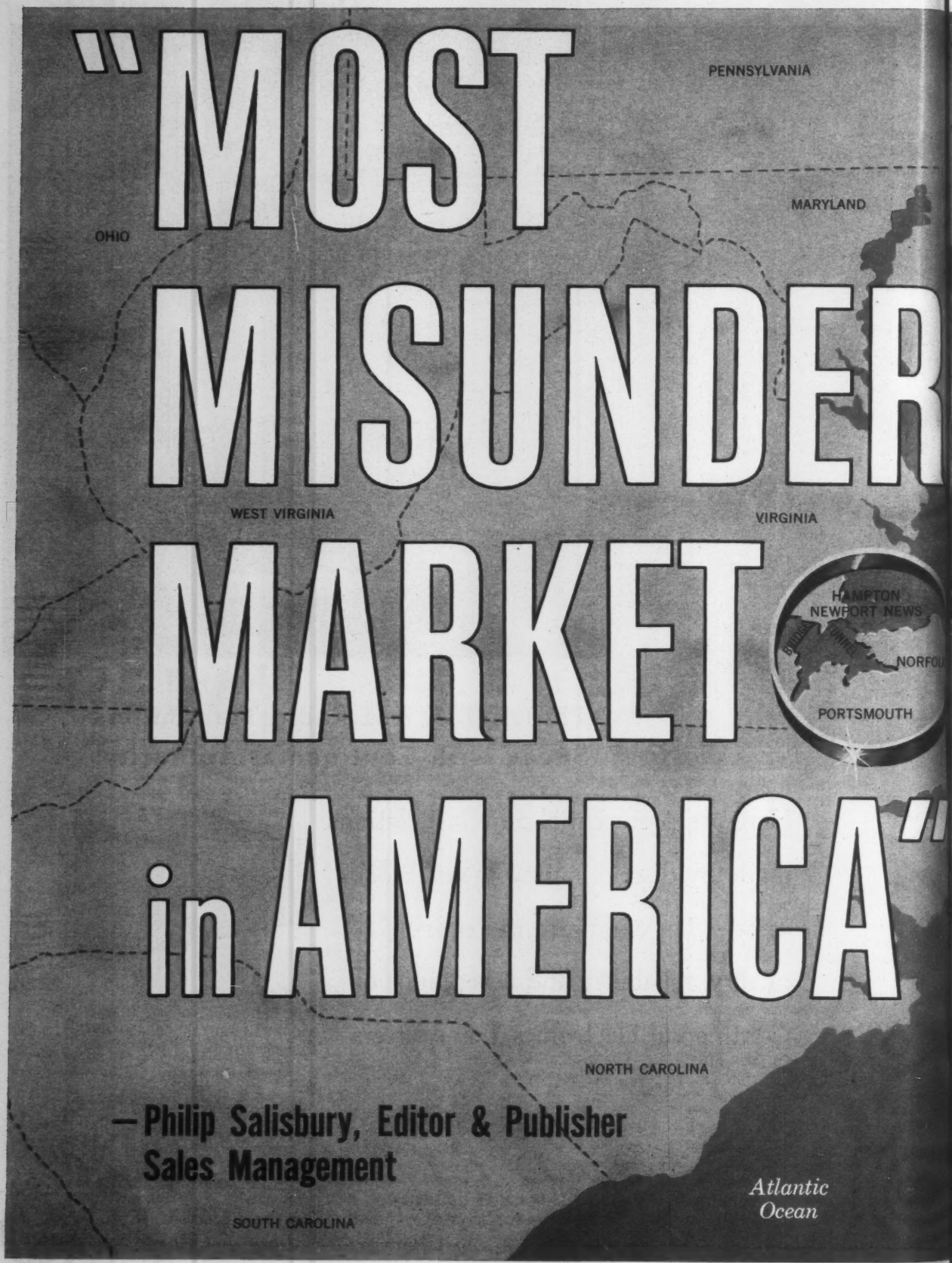
"MOST
MISUNDERS
MARKET
in AMERICA"
PENNSYLVANIA
MARYLAND
OHIO
WEST VIRGINIA
VIRGINIA
HAMPTON
NEWPORT NEWS
PORTSMOUTH
NORTH CAROLINA
SOUTH CAROLINA
Atlantic
Ocean
—Philip Salisbury, Editor & Publisher
Sales Management

DID YOU KNOW:

■ That Tidewater, Va., while classified as one of the nation's 16 "boom" areas, and growing at 2½ times the national rate, was, in the latest FCC report (for 1959), the *only* one of the top 40 TV markets that did not show a gain in national spot billings. But in the *same year*, *local* TV billings rose to an *all-time high!*

■ Most of Virginia's recent *industrial* growth has been in this area; Dow Chemical, Union Carbide, Amoco, Esso, C&O, Lone Star Cement, Cargill Grain, Union Bag-Camp, Hercules Powder, Plymouth Cordage, Lipton's Tea, Nestle, Phillips Petroleum, Coats & Clark, Century Industries, Tidewater Oil, and others have built new plants or major additions in past 10 years. $128 million has been invested in new electric generating plants alone!

■ Here is the world's largest and finest natural harbor—America's largest port in foreign commerce tonnage; it would take 665 average size industrial plants to equal it in jobs and payroll. Moreover, a new $75 million port development program has just begun!

■ The shipbuilding industry here employs 30,000 civilians.

■ Approximately half of the huge military and federal payroll here is *civilian* payroll. And the *military* half conceals a hidden plus of over $200 million in effective buying income never seen in standard marketing statistics!

■ Here is the greatest concentration of people in the entire Southeast—more than 817,000 people in *half* the area of metro Atlanta or Miami!

■ Here you can draw a circle of 20-mile radius and completely encompass three of Virginia's four largest cities. Plus No. 7, and two others!

■ Though it is the most compact, most densely populated metro area in the Southeast, by federal definition it is divided into *two* Standard Metro Statistical Areas—which is largely responsible for widespread misconceptions and underrating of the market.

■ With some $300 million in construction projects currently under way, Tidewater is on the threshold of even greater growth. *Newsweek* recently reported: "Once the Chesapeake Bay (bridge-tunnel) crossing is completed, Greater Norfolk, the experts say, will burst into millions and become the South's leading market!"

WHAT A PLACE TO PUT A TV DOLLAR!

FOR MORE INFORMATION WRITE TO ANY ONE OF THESE STATIONS AT NORFOLK, VIRGINIA

WAVY-TV
CHANNEL 10

WTAR-TV
CHANNEL 3

WVEC-TV
CHANNEL 13

CBS-TV gives affiliates quick peek at where the money goes

The heavy veil that traditionally hides a network's financial secrets was lifted long enough last week to give a quick peek at where the gross goes. It showed that three items alone takes about 40 percent of the CBS-TV network's gross time sales, and that these and two others take care of close to two-thirds of the total. And yet another item is keeping the network's income from being $15 million higher than it is now.

William B. Lodge, vice president in charge of affiliate relations and engineering for CBS-TV, revealed some of these hitherto unpublished secrets in a talk at a closed meeting of the network's affiliates convention (also see page 92). He was speaking about the "profit squeeze" that networks and stations alike are feeling, and about some of the seemingly hidden values that a station gets from his network affiliation.

Real Story ▪ While network gross sales figures sound huge, Mr. Lodge said, they fall far short of telling the whole story. For instance, he reported, discounts knocked $50 million off CBS-TV's 1960 gross—which is shown by TvB figures at $274,139,763—while agency commissions trimmed off another $30 million. Moreover, he added, CBS-TV will spend almost $100 million on programs this year but will recover only about two-thirds of this amount in program sales. (The $100 million program expenditure was reported to cover this year's programs, work on next year's programs, developmental programs, and a few programs which, if tradition persists, will fail after they take the air).

Mr. Lodge emphasized that his figures mean that discounts, commissions and program losses are skimming a cool $110 million off the network's revenues—without counting payments made to stations for carrying the programs.

Mr. Lodge did not estimate the outlay for station payments—which are based on gross time sales—but qualified observers speculated they would come to about $70 million a year. In addition, the 1960 CBS annual report showed close to $2 million in salary and incentive commitments for officers (but these were CBS Inc. officers, not those of CBS-TV network alone).

Station Take Up ▪ Mr. Lodge dramatized the profit squeeze in another way: between 1959 and 1961, he said, the ratio of station payments to network profits increased approximately 20 percent.

He also reported that clearance of programs is becoming an acute problem (which CBS-TV is tackling with a new station-compensation plan as reported on page 92). Uncleared network orders in the first quarter of this year were described as 61 percent higher than in the same quarter of 1960. At this rate, Mr. Lodge estimated, nonclearance would represent $15 million in unrealized income over a period of a year.

ally to find it, he asserted.

Mr. Hylan warned affiliates that television had reached a stage of maturity where management must work "doubly hard to preserve all possible values for advertisers who no longer can count on the constant circulation bonuses and lesser competition that they enjoyed in television's earlier years." He said CBS-TV and its affiliates must be prepared for changes and adjustments "in order to maintain our position of leadership." He did not identify specific changes but said that some of them may be unplatable to both the network and its affiliates.

Programming Philosophy ▪ Oscar Katz, Network programs vice president, said in a review of CBS-TV program plans and policies that "in preparation for next season, and before determining the saleability of some of our new series, we committed ourselves on a firm basis to more than $12 million worth of program product."

Mr. Katz stressed CBS-TV's efforts to emphasize both program balance and program quality in its schedule. He also explained why CBS-TV had cut back on the number of specials from 43 hours planned or committed as of this time a year ago to 16.5 hours currently planned or committed for the 1961-62 season. In general, he said, many specials have three negative effects: (1) they deliver less audience than the regular series they pre-empt; (2) they furnish a smaller lead-in audience and thus hurt the programs that immediately follow, and (3) they give the regular-series audience a chance to sample competing shows "and as invariably must happen, the competition is able to hold some of the samplers even after our regularly scheduled shows return to the air."

Thus CBS-TV plans to present next season "only those specials which fulfill one of three requirements—either circulation blockbusters, or prestige shows, or programs which fulfill our needs for a balanced schedule."

Other speakers included William C. MacPhail, CBS-TV sports vice president; Joseph H. Ream, program practices vice president, and Herbert A. Carlborg, director of program practices; John P. Cowden, information services vice president; Thomas K. Fisher, vice president and general counsel of CBS Inc.; CBS News President Richard S. Salant and CBS News General Manager and Vice President Blair Clark.

Richard Borel, WBNS-TV Columbus, Ohio, presided as chairman of the CBS-TV Affiliates Assn.

MUST: QUALITY PROGRAMS

Paley warns that irresponsibility invites loss of audience, governmental intervention

Broadcasters who build their programming on "the cheap and gaudy" are courting an audience that will be only temporarily intrigued by this sort of appeal, William S. Paley, chairman of CBS Inc., told the CBS-TV affiliates at their convention last week (see page 92).

"The cheap or gaudy runs its course fast," he declared in an address at Friday's luncheon meeting. "The competition for enduring acceptance and solid growth is based on the courageous rather than the brazen, the satisfying rather than the tantalizing, the moving rather than the shocking."

CBS-TV's goal is "the highest quality in every program category," Mr. Paley asserted. "There is no short-range competitive factor that could persuade us to abandon that policy. And knowing that we are far from having achieved top quality throughout our schedule, we are aiming at improvement all along the line; we want *better* drama, *better* variety, *better* news—*better* everything."

He traced CBS activity in radio as well as in television in support of his argument that broadcasters must act responsibly if they are to retain their freedom.

"This medium is too powerful, too pervasive, too important not to have the safeguards of the same freedom that, as a free society, we have insisted upon for the press," he declared. "That freedom presupposes in us, as broadcasters, a clear sense of responsibility. If we fail to see the dimensions of that

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responsibility and measure up to them, we're in for threats of restrictions and policing."

Offset Interference ▪ He said the only way to cope with such threats is "to make any popular demand for government action unlikely—and the only way to do that is never, for one second, to lose sight of the responsibility end of that freedom-and-responsibility proposition.

"For our freedom can diminish and we can still have the responsibility—but on someone else's terms and not our own. But without responsibility we can have no freedom worth mentioning at all. It will merely degenerate into chaos and eventually destroy itself. . . . The price of freedom is always, sooner or later, resolute action—often in the face of alternatives that are easier, more immediately profitable."

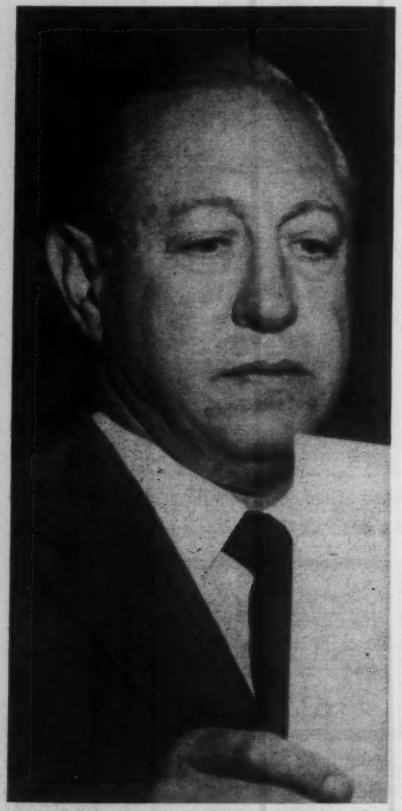
Mr. Paley said that "if we are going to maintain the freedom we have, we've got to lead from strength—the strength of balanced, quality programming. We will be in no position to assure either balance or quality if our major concern is the fast dollar or audience popularity at any price."

He said, "It's a fact of our life in television that we must have something for everybody."

"As to quality in general," he continued, "the only lasting assurance lies in free competition. Competition is never a smooth road. It is not always a quick one. It is strewn with roadblocks and setbacks. But it is the one certain route to progress. Its certainty consists, like democracy itself, in the ultimate soundness of people. . . .

"The public's voluntary sifting of the worthwhile from the shoddy is an evolutionary rather than a revolutionary process. It is admittedly inefficient, in that it cannot be speeded up. But once it is accomplished, it has a validity, a force and permanence that no government edict or citizens' committee or monolithic industry action can ever bring about. And although it may be the hard way, it is the only way that promises ultimate progress and at the same time safeguards our freedoms.

"Let's not underestimate the reality of those freedoms. We are free to make the fundamental decisions that give networks and stations their character, their standing in the community, their capacity to grow on their merit rather than by government directive, and their long-term financial strength and stability. These things are far too valuable to be bartered away for some temporary gains, however glittering. And these are the things—character, standing, freedom to move, fundamental financial soundness—these are the things that over the long haul will be the true measure of our success."



CBS Board Chairman Paley

CBS-TV OFFERS NEWS FOR LOCAL USE

Daily half-hour news service, also proposed by Dick Salant

News made news twice at the CBS-TV affiliates convention last week.

▪ The affiliates were told that effective May 15 CBS-TV will offer them a "news recording service" permitting them to tape (or film) network newscasts, certain special events and a limited number of sports telecasts and use excerpts in their locally originated news programs. The cost: 15 percent of the affiliate's class A hourly rate, or a minimum of $60, to be deducted from station compensation each week.

▪ A half-hour news program scheduled seven nights a week was seen as possibly the next "great step forward in television news." Richard S. Salant, CBS news president, advanced this idea, said network officials had done a great deal of exploratory thinking about it, but acknowledged that it involved "enormous practical difficulties —of great and perhaps doubtful effect on your schedule or on the network schedule."

Details of the new News Recording Service were spelled out by William B. Lodge, vice president in charge of affiliate relations and engineering. There are, of course, certain rules to be met by affiliates; they may not, for example, use the voice or image of CBS news personalities in their local inserts at any time. But they are free to take excerpts from any regularly scheduled CBS-TV news show, commercial or sustaining, and after the CBS newsmen have been edited out they still will have a weekly total of about two hours of potential news clips from which their local news editors may choose what they wish for local use, Mr. Lodge asserted. The excerpting privilege extends similarly to CBS-TV's coverage of the PGA golf tournament in July and the pro football games next fall.

Mr. Lodge also reported that CBS-TV plans to introduce a new sustaining newscast at 5-5:10 p.m. Monday through Friday which also may be both broadcast and excerpted by affiliates.

The service is available only to CBS-TV affiliates. Mr. Lodge said they need sign for it for only three months and that the network reserved the right to terminate it after a six-month experimental period.

A somewhat similar service was launched by NBC-TV for its affiliates about three months ago.

The half-hour newscast idea would be pre-tested thoroughly if CBS-TV affiliates ever gave it the green light, Mr. Salant reported. "We would spend a half a year or a year in working it out in dry runs, in experiments, in pilots so that we could be sure that when we finally hit the air we would have the best possible news program that the ablest news correspondents and producers and creative people could devise," he said.

He went into reasons behind some of the changes CBS News has made in its operations in recent months:

"Largely because of our basic conviction about the overriding importance of informing the public, and the immeasurable complexity of doing a good job in that field, we have tried to strip CBS News down to the very essentials of the functions which it must perform.

"That is why one of the first steps we took (after Mr. Salant became president of the division earlier this year) was enthusiastically to bless and encourage the transfer of sports and the coverage of such special events as the bake-off and the beauty contests out of the news dept. to the network. I think this has worked well all around and has left us to focus on that which is truly news and public affairs. We have our hands full enough with that, without trying to figure out the logistics of the National Football League games. . ."

GATEWAY TO THE HEART OF SOUTH CAROLINA:
The 257,961 people who make WIS-television's home market the state's largest metropolitan area (and a close second in the *two* Carolinas after a 38.1% increase in the 1960 Census) give Channel 10 their major time and attention, not to say devotion. This adds up to a 78.5 share of audience, says ARB (March 1960). And throughout South Carolina, WIS-television's 1526-foot tower, tallest in the South, delivers *more* of the state, *more effectively* than any other station. In short, South Carolina's major selling force is

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Charles A. Batson, *Managing Director*

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G. Richard Shafto, *Executive Vice President*

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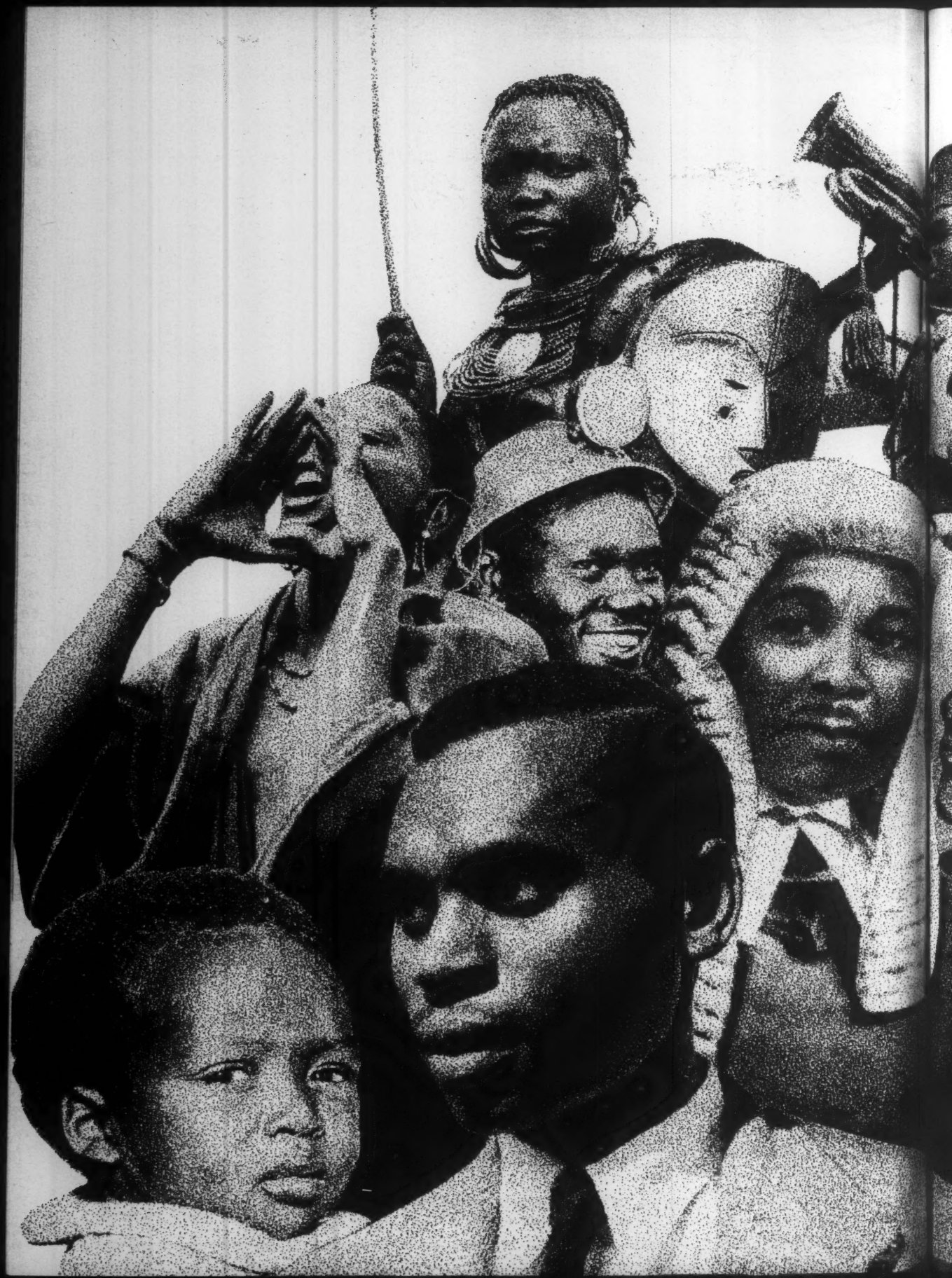

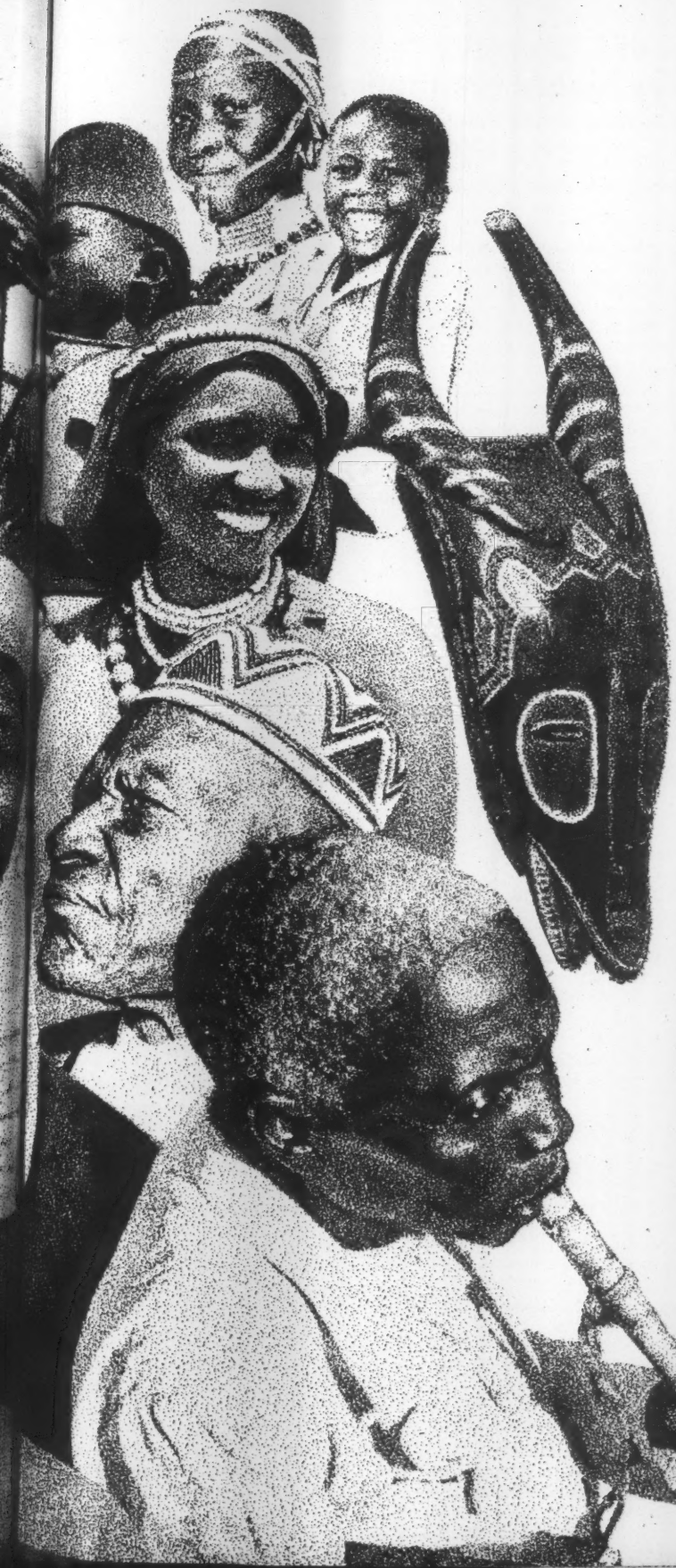

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Tv depreciation writeoff rates higher than radio—Doherty

Television equipment in general is depreciated at a higher rate than that of radio stations, according to a survey conducted by Richard P. Doherty, president of Tv-Radio Management Corp., Washington.

Wide variation is shown in the depreciation practices at typical tv and radio stations, Mr. Doherty found. In the case of radio, practices became fairly well set many years ago. At tv stations in the last decade there has been a tendency toward faster writeoffs because of uncertainty as to the future of this new medium, he explained.

Depreciation is a major cost of doing business in both media, according to Mr. Doherty, and is the second or third largest operating cost item in tv. In many cases management writes off physical assets as rapidly as the Internal Revenue Service will permit though other stations tions prefer a slower write-off.

Mr. Doherty

"Naturally, the individual station's depreciation policy has a definite effect upon net cash flow to ownership in any given year," Mr. Doherty said. Where the depreciation period is comparatively short and annual depreciation charges relatively heavy, the net profit before taxes is reduced but the net cash flow is increased.

Won't Cover Replacement ▪ "Under federal tax regulations the allowable depreciation write-off is, of course, limited to a recovery of the cost of the assets. To this extent, depreciation regardless of the scheduled period will not fully cover the eventual replacement cost of many major items of broadcast equipment. Even over the past five years most broadcast equipment has increased in price and some has gone up 10% to 20%.

"Hence, replacement of most items of broadcast equipment will cost the broadcaster more than the depreciation that has been written off. This situation is likely to become increasingly significant as radio and tv stations expand their investment in automation facilities. While expanded and accelerated automation offers the prospect of reducing labor costs it naturally tends to increase the cost of equipment even above the investment in the equipment which is being displaced."

Mr. Doherty said he felt some broadcasters use too low a depreciation rate for many types of equipment. The survey results (see below) show a cross-section of depreciation practices among 57 tv and 50 radio stations but he explained the results are not intended to serve as standards for depreciation schedules. Results follow:

Radio Depreciation Schedules (number of years for write-offs):

Equipment Category	*Range Highest-Lowest*		*Most Common*
Transmission Equipment	14	5	10
Studio Control Equipment	10	7	10
Antenna & Associated Equipment	20	8	12
Towers	20	10	10 & 15
Buildings	66	20	25
Leasehold Improvements	10	3	10
Studio Furniture & Fixtures	20	5	10
Office Furniture & Fixtures	20	5	10
Pipe Organs, Pianos, Etc.	15	5	10

Tv Depreciation Schedules (number of years for write-offs):

Equipment Category	*Range Highest-Lowest*		*Most Common*
Transmission Equipment	14	4	8
Studio Control Equipment	10½	4	10
Antenna & Associated Equipment	15	4	12
Towers	20	7	15
Buildings	66	15	25
Leasehold Improvements	20	5	10 & 20
Studio Furniture & Fixtures	20	5	10
Office Furniture & Fixtures	20	10	10
Pipe Organs, Pianos, Etc.	15	5	10
Tv Cameras	10	4	5 & 10
Tv Studio Lighting Equipment	10	5	10
Tv Film Projection Equipment	10	4	5

Pro football indebted to TelePrompTer's Kahn?

TelePrompTer President Irving B. Kahn took credit last week for boosting the price of the National Football League championship game. He confirmed reports that TPT had bid $1 million for the top game for closed-circuit tv. This was rejected, he said, but NBC had to pay $615,000 for the 1961 game (compared to $250,000 it brought in 1960).

Mr. Kahn said first quarter business by TPT was "most promising," although he said he does not look for a dividend this year or possibly next. He also told stockholders, meeting in New York May 2, that TPT is negotiating for three more community antenna systems, to bring the company's total to nine, serving approximately 20,000 homes. TPT now owns catv systems in Silver City and Farmington, N. M.; Rawlins, Wyo.; Liberal, Kan.; Elmira, N. Y., and (tk) Eugene, Ore.

It also has a joint ownership in Kaiser-TelePrompTer of Hawaii Inc., laying cable for Hawaii Kai.

TPT reported gross revenues of $4.8 million last year, compared with $3.7 million in 1959. Net earnings were $51,969; it lost $121,744 in 1959.

Georgia AP news awards made to broadcasters

Winners in the annual news awards competition sponsored by the Georgia AP Broadcasters Assn. were honored April 26 for outstanding news broadcasting during 1960. Recipients of awards in the various categories were:

General News: (superior)—WDEC Americus; WSGA Savannah; WGAU Athens; WGST Atlanta. (excellent)—WDUN Gainesville; WBBQ Augusta; WSB Atlanta. Sports: (superior)—WGST; WKEU Griffin. (excellent)—WCOH, Newnan; WSB. (meritorious)

—WDEC; WBBQ. Farm News: (superior)—WDEC; WSB. (excellent)—WGST. Editorial-Interpretation: (superior) — WDEC; WCOH; WGST; WSB-TV; WGAU. (excellent) —WDAK Columbus; WSGA. News Specials: (superior)—W S B - T V; WBML Macon; WSB; WDUN. (excellent)—WDEC; WNEX Macon. (meritorious)—WDEC. WGAU also received two special awards for cooperation in the exchange of news.

NT&T buys another catv

National Theatres & Television Inc. has announced the purchase of its fifth community antenna system, making it one of the largest group catv owners in the country.

NT&T bought the Alpena, Mich., catv system from John W. Bellamy and associates for $550,000. The system has 3,800 subscribers and was founded in 1958.

NT&T has owned Williamsport Cable Corp. in Williamsport, Pa., since 1959. Last month it paid $2 million for three systems — in Bluefield - Man - Logan, W. Va.; Hattiesburg, Miss., and Ferriday, La. (BROADCASTING, April 17). Samuel P. Norton is president of National Amusement, an NT&T division, which operates the catv systems.

Seligman defends free tv in Hollywood talk

OTHER SPEAKERS FAVOR PAY TV IN PANEL DISCUSSION

The real question about pay tv is not whether it will enrich its promoters or the creative individuals who provide its program material and not even whether it will put free television and the remaining motion picture theatres out of business, but what it will do for the public welfare, Selig Seligman, ABC vice president, said Tuesday (May 2).

The final speaker of a panel on "Hollywood Looks at Pay Tv" at the Hollywood Press Club's monthly dinner meeting, Mr. Seligman said that free television and radio, licensed by the government to operate in the public interest, have taken that responsibility seriously.

"More than any other media of communications, education or entertainment, broadcasting has attempted to serve the public welfare," he asserted. "Broadcasters have a sense of responsibility to the public that is lacking in other media. I would hate to see this destroyed by a new medium, not licensed or regulated." Pay tv using wires rather than the air to get its programs to its subscribers would not be subject to the FCC, as broadcasters are, he noted.

Earlier, Paul McNamara, vice president of International Telemeter Co., reported on the pay tv installation in Etobicoke, Canada, suburb of Toronto, now well into its second year of operation with some 6,000 subscribers receiving programs by wire circuits. He predicted that operators of pay tv systems in other communities should find it a highly profitable business.

Creative Bonanza ▪ Samuel Sacks, head of the legal department of the William Morris Agency, a top talent agency representative and program packager, predicted pay tv will be a profitable field for creative program people—writers, directors, producers, as well as actors. He said the prices of half-hour tv shows rose from $10,000 in the beginning to $17,000 in 1953 and subsequently to $20,000, $30,000 and $40,000, until today some half-hour programs are selling in the $50,000 area. He predicted even richer returns from pay tv and asserted that top talent will get a sizeable share of them.

Martin Rackin, production head of Paramount Pictures, viewed pay tv as the means of restoring control of motion picture production to the major

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studios. With pay tv demanding many more motion pictures each year than are currently being produced so that it can provide continuous entertainment to its paying customers at home, the major studios will resume capacity production, with writers, directors and actors working regularly under studio contract and not going off into independent production as has been the recent pattern.

Sherrill C. Corwin, president, Metropolitan Theatres Corp., decried exhibitors who are waging a public fight against pay tv while engaging in theatre television, which, he said, is only another form of pay tv. He said few theatre owners got into television in its early days, when a grant could be had for the asking, and said he hopes they won't again miss the boat with pay tv. Himself the licensee of one tv and four radio stations, Mr. Corwin observed that he had expected pay tv to come as a broadcast rather than a wired service and has secured grants for two uhf channels in anticipation of using them for a subscription service. "I held them as long as I could, but had to give them up a few months ago," he said.

DeGray Assoc. organized

Edward J. DeGray, formerly president of ABC Radio, has formed DeGray & Assoc., New York, to function as a broadcast advisory organization on behalf of radio and television stations. The company, according to Mr. DeGray, will have available specialists in all areas of station operation— business practices, personnel, sales, promotion, research and programming. DeGray Assoc.'s initial clients include Broadcast Editorial Reports Inc., New York, which provides weekly written commentary for radio-tv stations, and Telventure Inc., New York, an international motion picture and film production company.

NTA close to sale of WNTA-TV for etv

National Telefilm Assoc., New York, is expected to conclude negotiations for the sale of WNTA-TV New York this week to a citizens group that would utilize the station as an educational outlet. Agreement has been reached "in principle" to sell WNTA-TV for $5.75 million, but attorneys said there were "many details" to be worked out. They anticipated that a contract would be ready for signing later this week.

NT&T also was reported to have made agreements last week to sell two other properties—WNTA-AM-FM New York and Telestudios Inc., its tape commercial and program production unit.

Though confirmation could not be obtained, it was understood that WNTA-AM-FM would be sold for an estimated $1.7 million to Communications Industries Corp., a holding company that owns various broadcasting organizations, and Telestudios would be purchased by Metro-Goldwyn-Mayer Corp. for approximately $500,000. Announcements of the transactions are expected this week.

Communications Industries Corp. owns Hudson Valley Broadcasting Corp. licensee of WEOK Poughkeepsie, N. Y.; Commonwealth Broadcasting Corp., licensee of WACE Chicopee, Mass.; and is scheduled to become licensee of WKST-TV Youngstown, Ohio, and WKST Radio Inc., licensee of WKST New Castle, Pa. Blair Walliser, formerly executive vice president of the Mutual Broadcasting System, is president of Communications Industries Corp. and Lazar Emanuel, New York attorney, is board chairman of the company. Mr. Emanuel also is president of Communications Capital Inc., an organization established to deal in broadcast financing (BROADCASTING, May 1). Paul Smallen is secretary of Communications Industries and Charles LeMieux Jr. is vice president and director of sales.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KOOD Honolulu, Hawaii: Sold by Hawaiian Pacific Co. to Norman Nelson and Brown Badgett for $155,000. Mr. Nelson is past president of the Southern California Broadcasters Assn. Mr. Badgett is a Fort Lauderdale, Fla., businessman. Station is 1 kw on 990 kc, holding a cp for 5 kw. Broker is Edwin Tornberg & Co.

▪ WYNG Warwick, R. I.: Sold by Milton Mitler to Howard H. Sweet and associates for $90,000. Mr. Sweet and his group own WARA Attleboro, Mass. WYNG is 1 kw day on 1590 kc. Broker is Haskell Bloomberg.

▪ KLEM LeMars, Iowa: Sold by George DeRuyter Sr. and Martin Moeller to Paul W. Olson for $75,000. Mr. Olson is a former announcer at WONE Dayton, Ohio. KLEM is 1 kw daytime on 1410 kc. Broker is Blackburn & Co.

▪ KLIL Estherville, Iowa: Sold to Dr. Edward Schons and John Turnbull to James (Buzz) Waters of Sioux City, Iowa, for $63,000. KLIL is 100 w on 1340 kc. Broker is Blackburn & Co.

▪ WROC-FM Rochester, N. Y.: Sold by Transcontinent Television Corp. to Veterans Broadcasting Co. (WVET-AM-TV Rochester) for $48,700. This is second step in transaction earlier this year whereby Veterans is buying ch. 5

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Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

Wometco station 'Freedom Caravan' idea spreads

The Kiwanis Club of Asheville, N.C., has found Ted Eiland, vice president of WLOS-TV that city, a most unusual director of publicity. Appointed by the club to drum up some action, Mr. Eiland did just that.

Through the facilities of WLOS-TV a Kiwanis Freedom Caravan was established to supply Cuban refugees in the Miami area with food and clothing. The caravan included trucks filled with supplies gathered by listeners along the route from Asheville to Miami.

The project blossomed and quickly spread to other Wometco stations (owner of WLOS-TV) which tied in with the caravan route, extending from Virginia to Miami via Atlanta and Jacksonville.

Other Wometco stations participating in the caravan are WTVJ (TV) Miami, flagship station, and WFGA-TV Jacksonville. Also aiding in the project is WAGA-TV Atlanta, a Storer Broadcasting Co. station.

WROC-TV from TTC for $6.5 million, and selling to WHEC-TV its share time on ch. 10 for $3.8 million (CHANGING HANDS, Feb. 13). WROC-FM operates on 97.9 mc with 18 kw.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 152).

▪ KIOA Des Moines, Iowa: Sold by Lester Kamin to W. Clark Swanson, George A. Bolas, Robert A. Hall and William E. Worthing for $600,000. Mr. Bolas is a Chicago advertising executive; the others are businessmen.

▪ WFDF Flint, Mich.: Sold by Trebit Corp. to WFDF Flint Corp. for $430,-219 subject to adjustments. WFDF Flint Corp. is principally owned by Daniel Cowan, New York investment banker. Trebit Corp. is remaining broadcast property largely owned by Harry M. Bitner Jr. and associates. (Announced April 26).

MetroMedia reports

MetroMedia Inc., reports gross revenue of $11,059,589 for the first 13 weeks of 1961, compared with $6,936,-936 for the corresponding period of 1960. Net income, after taxes, showed a deficit of $12,666 for the first quarter, as against a profit of $146,499 for the 1960 period. The deficit for the 1961 period was attributed to increased charges for amortization and depreciation. Operating divisions of MetroMedia are Metropolitan Broadcasting Co., Worldwide Broadcasting Co. and Foster & Kleiser Co. (outdoor advertising).

Wometco gross up $1 million

Wometco Enterprises Inc., multiple broadcaster with interests in theatres, vending machines and amusement facilities, reported gross earnings of $3.4 million in the first quarter of 1961, with net earning of $301,293 (30 cents per share). This compares with a gross of $2.4 million and net of $200,321 (22 cents per share) in the same period of 1960. Wometco stations include WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville (N. C.), and 47.5% of WFGA-TV Jacksonville, Fla.

ABC o&o's to back charities

ABC Radio's six owned stations will support a different national charity each month with special programs and announcements, they said last week. The first campaign goes into effect this week (May 10), on paralytic polio.

The ABC stations—WABC New York, WXYZ Detroit, KQV Pittsburgh, WLS Chicago, KABC Los Angeles and KGO San Francisco—will select the monthly charities in cooperation with the Advertising Council Inc. Each station will prepare announcements and send them to the ABC Radio Stations Division in New York, from where sets of promotional and exploitation materials will be sent to individual stations.

Teleglobe Pay-Tv reorganizes

Teleglobe Pay-Tv System Inc., New York, reorganized its board of directors last week and appointed four new members. Included were John R. Poppele, former director of the Voice of America, past president of the Television Broadcasters Assn. and currently president of WAUB Auburn, N.Y.; Ira Kamen, president of Portland Industries Corp., an electronics firm; Gerald Bartell, president of both MacFadden Publications (which last month acquired a "substantial" interest in Teleglobe) and the Bartell Broadcasting System (WOKY Milwaukee; KCBQ San Diego, Calif.; WADO New York; KYA San Francisco); and Lazaar Henkin, a New York attorney. At the same time, Solomon Sagall, president and developer of the Teleglobe system was reappointed as a director.

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NEGOTIATIONS • APPRAISALS • FINANCING

Upper Ohio Valley's Steelmark Days

Last week's beginning of Steelmark Days in the upper Ohio Valley, triggered primarily by the efforts of WSTV-TV Steubenville, Ohio, (BROADCASTING, April 24) brought overwhelming participation — 39 mayors in cities, towns and communities and an estimated 1.5 million listeners taking part in the plan. Steelmark Days were proclaimed for the month of May in the Ohio Valley to rally the population for a united cause—to produce steel and fight the recession.

Here, Hickman Price (c), undersecretary of the U.S. Dept. of Commerce, discusses the project with (l to r) C. G. Tournay, president of Weirton Steel; Jack Berkman, president of WSTV-TV; John Laux, executive vice president, WSTV-TV; Julius D. Dubin, president of Dubin Adv., Pittsburgh. Mr. Price delivered the keynote address.

Media reports...

Cited by AP ▪ For outstanding membership cooperation in 1960, the Associated Press cited the following members of the Pennsylvania AP Broadcasters Assn. They include: WRTA Altoona; WIIC (TV) Pittsburgh; WBVP-AM-FM Beaver Falls; WNAR Norristown; WACB Kittanning; WLEM Emporium; WAZL-AM-FM-TV Hazleton; WKOK-AM-FM Sunbury; WORK York; WEJL Scranton; WKAP Allentown and WLAN-AM-FM-TV Lancaster.

Meeting ▪ WGAR Cleveland and its Radio Advisory Council met for the first of three meetings scheduled for this year. The council is composed of leaders in education, business, arts, government and labor leaders. It was formed by WGAR to allow the station to better plan its present and future programming.

School Bell Award ▪ WBTV (TV) Charlotte, N. C., has been named winner of the first annual School Bell Award presented by the North Carolina Education Assn. The station was honored "for its outstanding presentation and series interpreting the school and its programs."

WVET music scholarship ▪ David Cawley, sophomore cellist at Eastman School of Music, Rochester, N. Y., was recipient of the third annual $1,000 music scholarship, awarded by WVET-AM-TV, that city. The presentation was made by Ervin F. Lyke, the station's president and general manager.

All-over move ▪ The New York office of Spot Time Sales Inc. has moved to new and larger quarters at 40 E. 49th St., N. Y. 17, while its San Francisco bureau is newly located at 41 Sutter St., San Francisco 4. New telephone numbers are Plaza 3-3337 in New York and Yukon 1-1199 in San Francisco.

KBS adds outlets ▪ Keystone Broadcasting System has added 13 new affiliates to its national transcription chain of more than 1,100 stations. Latest to sign: WGRO Lake City, Fla.; WRIM Pahokee, Fla.; WSVL Shelbyville, Ind.; WCAT Orange, Mass.; WHMI Howell, Mich.; KLYQ Hamilton, Mont.; KSEN Shelby, Mont.; WIPS Ticonderoga, N. Y.; WMVO Mount Vernon, Ohio; WDEH Sweetwater, Tenn.; KBAN Bowie, Tex.; WAFC Staunton, Va., and WIXK New Richmond, Wis.

News award ▪ CBS Radio has received the commendation of the Council on Radio-Television Journalism of the Assn. for Education in Journalism at the U. of Illinois for expanding last November its on-the-hour news broadcasts from 5 to 10 minutes. The Council's resolution also salutes "those broadcasters who are giving news reports the time and professional attention they deserve in these challenging days."

EQUIPMENT & ENGINEERING

RCA quarterly sales reach new high

DATA PROCESSING EXPANSION BRINGS EARNINGS DROP, MEETING TOLD

RCA officials, backed by colorful space age props and a report that RCA sales rose to a record high in the first quarter of 1961, received enthusiastic support from some 1,700 shareholders at RCA's annual meeting last Tuesday (May 2), despite news of an 8% drop in earnings.

John L. Burns, RCA president, explained in his report that lower earnings resulted from continued heavy investment in electronic data processing and said sales of products and services were $361.7 million, compared with $361.2 million in the first quarter of 1960. The net profit after taxes was $12 million, 8% less than the record $13 million for that quarter a year ago. Earnings per common share were 68 cents, compared with 85 cents in the 1960 quarter when a substantially smaller number of shares were outstanding.

Mr. Burns said that if RCA had "elected to retrench" in the data processing area first quarter profits would have challenged the all-time record for the quarter. He said RCA is at the peak period of data processing costs and an appreciable decline in costs is expected to begin next year. RCA chairman David Sarnoff, in answer to a shareholder's question, said all major divisions except data processing were in the black.

Visual Interest ▪ Chairman Sarnoff, who presided at the Rockefeller Center meeting and who maintained a warm rapport between management and shareholders during the almost three hours, moved proceedings along at a brisk pace with such visual attractions as an impressive display of satellites, an unmanned moon vehicle, a color movie

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"Taut, suspenseful drama . . . a gain for local programming." — Variety
"A TV thriller . . . top-notch." — New York Daily Mirror
"One of the better new dramatic shows of the season . . . will have no trouble finding a wide audience."
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They're all talking about EXCLUSIVE! — the show that went right to the top of its time period with a lion's share of the audience on its first New York airing on WCBS-TV. (12.9 Rating — 27% share — Nielsen, Sept., 1960.) 13 half-hours, based on exclusive stories uncovered by Bob Considine . . . Quentin Reynolds . . . Eddy Gilmore, featuring top talents such as Ralph Bellamy, Claude Dauphin, Faith Domergue.
Now — 13 half-hours of perfect summertime fare — stories of mystery, intrigue, comedy, courage. Get with it — get EXCLUSIVE!
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preview of features planned by Walt Disney in NBC-TV's *Wonderful World of Color* series next season and an NBC News presentation by Chet Huntley.

RCA shareholders approved several management proposals by overwhelming votes including abolition of the staggered system of electing board members in favor of one-year terms for all. Other proposals approved include indemnification of directors, officers and other employes in certain circumstances involving legal expenses.

Five directors whose terms had expired were reelected: John T. Cahill, RCA general counsel; Charles M. Odorizzi, group executive vice president for consumer products; Elmer W. Engstrom, senior executive vice president; Walter Bedell Smith, vice chairman of American Machine & Foundry Co., and Lewis L. Strauss, former chairman of the Atomic Energy Commission.

Pay Tv Queries ▪ Asked RCA's position on toll tv, Gen. Sarnoff said he has his doubts about its success and was confident that free tv will survive. "We're observing what's going on," he said, and "we won't be asleep at the switch if something does happen." In answer to another toll tv question, he said: "We don't believe in toll tv. . . . We will do nothing to obstruct these [toll tv] experiments and if they prove a success we would have no objection to going into toll tv."

President Burns' statement included a recapitulation of color tv's progress. He said color receiver sales rose significantly above 1960's first quarter, and now contribute approximately one out of every three dollars of RCA's total tv receiver sales and an even larger share of receiver profits. The influx of additional manufacturers should push the color television industry well beyond the $100 million-a-year mark, he said. As the only commercial producer of color picture tubes, RCA is making them available to other manufacturers for use in the sets they market under their own brand names.

A highlight of Chet Huntley's report on the worldwide operations of NBC News was a live radio conversation with correspondent John Chancellor in Moscow. Mr. Huntley used the radio hookup to emphasize the need for the establishment of a network of permanent communications satellites. Such a system would make it possible for an editor in New York to push a button and bring in Moscow—for example—live and in color, "as easily as we call in John Chancellor today by radio."

Among the RCA projects displayed in model form at the annual meeting were the Tiros weather satellite; a "second generation" weather satellite of advanced design; a so-called synchronous satellite that might usher in the era of global television and data communications; a space station that might serve as an orbital post office for transmitting mail by radio around the world, and a lunar exploration vehicle which scientists have nicknamed "The Moon-Crawler."

The last electronic marvel, which Mr. Burns said could be operational well within five years, would move about on the moon in response to radio instruction from the earth. It would be outfitted with a tv "eye" to scan the lunar landscape, a claw for picking up samples of surface dust and rock and antennas for communication with earthbound bases; it would be launched by a Saturn rocket.

The quarterly report released to stockholders at last week's annual meeting follows. It includes RCA and consolidated subsidiaries and covers the quarter ended March 31, 1961.

	1961 $	1960 $
Products and services sold	361,700,000	361,200,000
Cost of products and services sold and other operating costs	339,100,000	335,800,000
Profit before federal taxes on income	22,600,000	25,400,000
Federal taxes on income	10,600,000	12,400,000
Net profit for the quarter	12,000,000	13,000,000
Preferred dividend	800,000	800,000
Balance for common stock	11,200,000	12,200,000
Earnings per share of common stock as computed on average number of shares	0.68	0.85
Average number of shares for three months	16,553,000	14,344,000

Net profits reported above are necessarily based in part on approximations and are subject to audit and year-end adjustments.

'Whirling Dervish'

The development of a rotating tape cartridge rack by Richard Parks, assistant chief engineer at ABC-owned KGO San Francisco, was announced yesterday (May 7) at the meeting of ABC Radio Affiliates in Washington.

Called "Parks' Whirling Dervish," the cartridge file resembles a paperback magazine rack which revolves to present a selection of up to 500 individual tapes for airing.

The cartridge rack is in use at six ABC-owned stations. It was developed by Mr. Parks and the ABCO Wire & Metal Co., Hayward, Calif.

Zenith, GE at odds on fm stereo credit

A battle for credit in fm stereo transmission standards, adopted by the FCC last month (BROADCASTING, April 24), shaped up last week between Zenith Radio Corp., Chicago, and General Electric Co.

Zenith charged that GE's advertising, identifying the fm polyphonic standards as GE-developed, was a gross distortion. The Chicago receiver manufacturer filed a formal complaint with the FTC.

Zenith President Joseph S. Wright claimed the basic idea for the stereo system adopted by the FCC "was conceived by Zenith engineers and developed by them over a period of more than three years." GE, Mr. Wright declared, made only "minor" contributions to the system finally adopted.

GE's Herschner Cross, general manager, radio-tv division, struck back later in the week with a statement that the GE claims were thoroughly reviewed by that company's engineers and attorneys before they were made. Mr. Cross claimed the FCC standards were closer to those suggested by GE than by Zenith. He implied that Zenith changed its original proposals to conform "rather closely" to those of GE. GE, he concluded, is fully entitled to the claims it is making.

In its complaint to the FTC, Zenith asked that agency to stop what it called "completely untrue" claims which constitute "deliberate misrepresentations."

CBS o & o's find use for old video tape

Old video tape is being used by CBS Radio owned and operated stations to simplify monitor recording of daily programming and to cut costs. The tape is no longer suitable for television recording but it gives first class sound recording, according to William Fligel, director of technical operations for WBBM Chicago. It also provides a standardized, easy to handle medium for exchanging monitor recordings with New York headquarters and sister stations. Unlike old disc systems which required changing every half-hour, the tape system is changed only once every 24 hours. The 2-inch video tape fits a regular commercial monitoring recorder marketed by Soundscriber. With 300 ft. of tape enough for 24 hours of recording (spiral recording uses only 2¼ inches per minute), the one-hour 4,800 ft. spool of video tape is good for 16 days of around-the-clock radio recording. CBS Radio developed a special digital counter device to find quarter hours and minutes on the tape. Adaptation was supervised by D. M. Vorhes, CBS Radio vice president in charge of operations.

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OPTION TIME RULE-MAKING

FCC orders quickie proceeding for determination of public interest; date depends on court remand

Is network option time in the public interest?

The FCC seeks to determine that question in further rulemaking.

The new proceeding on tv option time rules was ordered last week—but when it takes place depends on the U. S. Court of Appeals.

And, how it will go depends on the same court. That's because the court has before it an appeal against the FCC's 1960 option time order, which cut the number of hours a station may give to a network from 3 to 2½. It went into effect Jan. 1.

The appeal was filed by KTTV (TV) Los Angeles, which claims that option time violates the antitrust laws.

Last month the FCC asked the court to remand the case because the agency wants to take another look at the subject. The FCC also told the court that when the KTTV case is remanded it intended to vacate the September 1960 order (BROADCASTING, April 24).

The court, however, hasn't yet granted this request, acceding to a petition by the networks and their affiliate committees for a delay while they attempt to persuade the FCC to reconsider its decision to vacate the option time order.

Further Rulemaking ▪ Last week the commission ordered a "Further Rulemaking" and set two issues:

▪ Whether time optioning is in the public interest.

▪ If option time is found contrary to the public interest, how should the rule be written to prohibit the practice?

The question of whether option time is an antitrust violation, should be disregarded in comments, the FCC order said.

The FCC said, in a second order issued last week, that when the court remands the case, the 1960 order will not be vacated. It will remain in effect.

Voting for the action were the same five commissioners who last month constituted the FCC majority in asking for the remand. They are Chairman Newton N. Minow and Commissioners Rosel H. Hyde, Robert T. Bartley, T. A. M. Craven and Frederick W. Ford.

Cross Dissent ▪ Dissenting to the commission's action last Wednesday, was Commissioner John S. Cross.

Mr. Cross said he thought the action was premature, since the court not only has not yet remanded the case, but the commission did not know just what conditions might be placed on the reconsideration.

Both Mr. Cross and Commissioner Robert E. Lee dissented to the remand order last month. Mr. Lee was absent during last week's deliberation.

In its order last week the FCC said it intends to expedite its reconsideration. It warned that the filing dates (to be announced after the remand) would be followed strictly.

No Replies ▪ The agency also cautioned that direct comments are requested; no reply comments are to be considered. An oral argument will be held, the FCC said.

When the FCC revised its option rules last year, it held that option time was "reasonably necessary" for networking, and that networking was in the public interest.

The vote then was 4-3. Swinging the majority was former Commissioner Charles H. King, who at the time said he was voting only to reduce option time by 30 minutes but was not making a finding on the question of antitrust violation.

KTTV was joined in its court appeal by the Dept. of Justice, which suggested that the court order the FCC to determine whether the practice violates the Sherman Act.

During the commission's consideration of the option time question, the Justice Dept. twice implied this network-affiliate contract is illegal.

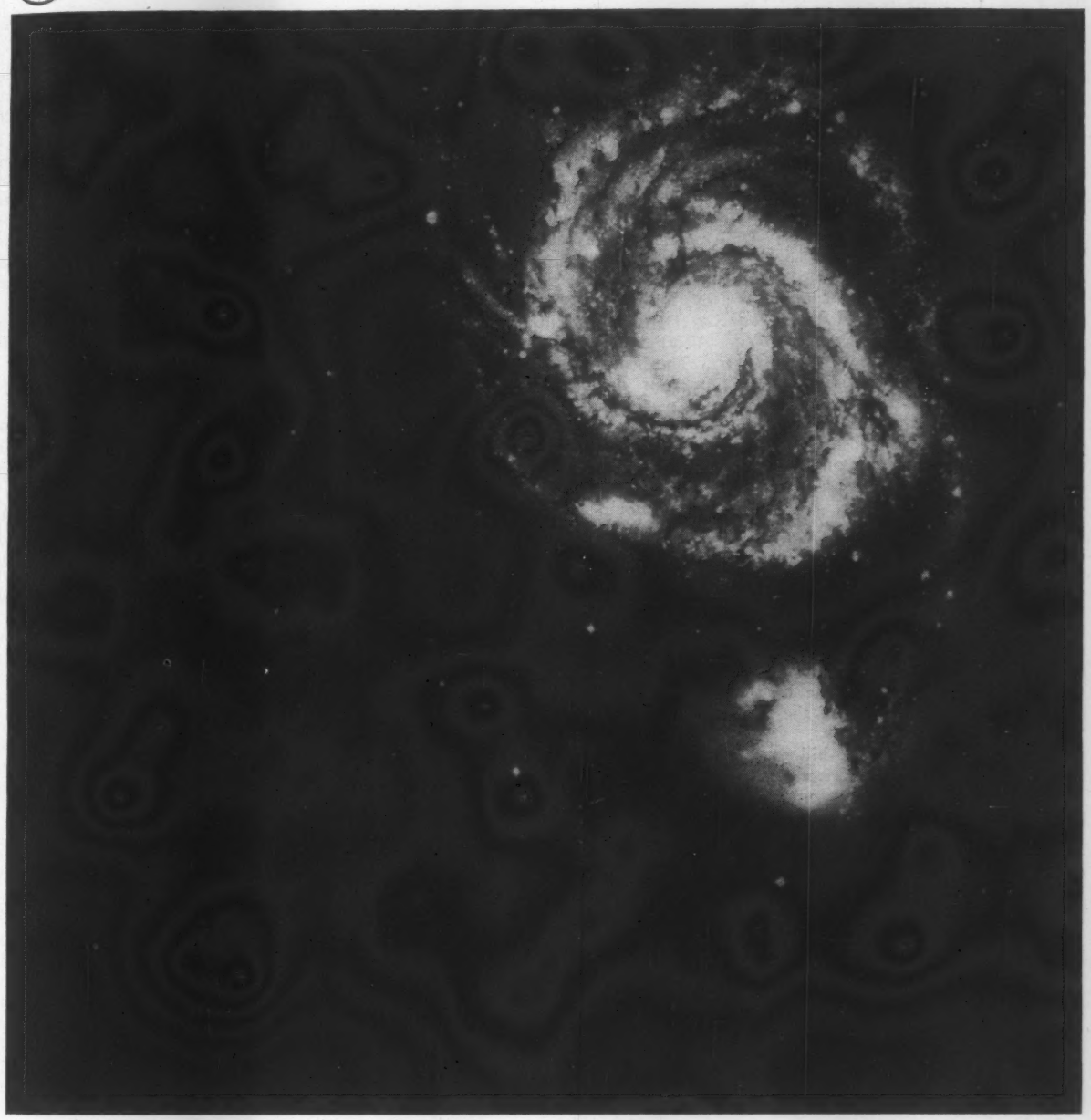
Deception charged in Miami ch. 6 case

Charging a possible "deliberate submission of seriously misleading information" by the apparent winning applicant for ch. 6 Miami, Coral Tv Corp. asked the FCC to defer a final decision and reopen the record.

The commission already has voted tentatively to award the channel to South Florida Amusement Co. (BROADCASTING, March 20), upholding a hearing examiner's recommendation, but no final decision has been released. Coral pointed out that a favorable initial decision last September relied heavily on the past broadcast experience of Sherman Grossman, president and 50.5% owner of South Florida.

Coral's complaint is based primarily

This mark tells you a product is made of modern, dependable Steel.



How cold is up? We know that outer space can never be colder than minus 459.72° Fahrenheit—that's absolute zero, the point at which all molecular motion ceases. We don't know what coldness like this will do to materials, but we're finding out. Scientists are using a heat exchanger to produce temperature as low as minus 443° Fahrenheit. They test materials in this extreme cold and see how they perform. Out of such testing have already come special grades of USS steels that retain much of their strength and toughness at −50° or below; steels like USS "T-1" Constructional Alloy Steel, TRI-TEN High Strength Steel, and our new 9% Nickel Steel for Cryogenics applications. And the heat exchanger to produce the −443° Fahrenheit is Stainless Steel! No other material could do the job as well. Look around. You'll see steel in a lot of places — getting ready for the future. USS, "T-1" and TRI-TEN are registered trademarks.

USS United States Steel

on the fact that program logs for WBUF-TV Buffalo, N. Y., operated by Mr. Grossman until its sale to NBC in 1955, were not available during the comparative hearing. The complaint said the logs probably never were turned over to the network, as Mr. Grossman testified.

In its petition Coral quoted Harry Wyman, former equipment supplier for WBUF-TV, as saying Mr. Grossman had given orders the logs were not to be seen by anyone, particularly NBC. This conversation allegedly took place on the day NBC assumed control.

Coral charged that WBUF-TV, under Grossman ownership, carried a bingo-type game in violation of the NAB code and promised prizes which were never delivered. A former WBUF-TV employe is quoted as saying that the station also carried as many as five straight spots in feature movie breaks.

In addition to Coral and South Florida, Publix Tv Corp. also is an applicant for ch. 6 Miami.

Small markets get wage exemption

NAB saw five years of effort crowned with success last week as Congress exempted radio and television stations in non-metropolitan markets of 100,000 population or less from some of the overtime-pay requirements of the Fair Labor Standards Act.

The new minimum wage bill passed Wednesday excludes announcers, news editors and chief engineers employed by these stations from the overtime-coverage provision. The same employes in metropolitan area stations are excluded also if the communities involved have populations of less than 25,000 and are 40 miles from their area's principal city.

Jim Hulbert, manager of NAB's department of broadcast personnel and economics, estimates that 1,700 radio stations and 110 television stations will benefit from the new provision, which President Kennedy is expected to sign into law soon.

The way to NAB's long-sought victory was paved when House-Senate conferees, meeting to reconcile differences in the minimum wage bills passed by the two houses, accepted the 100,000 population in the House version. The Senate bill's figure was 50,000. The provision for small-town metropolitan-area stations was adopted from the Senate bill.

Mr. Hulbert expressed gratification that Congress recognized small-market broadcasters' problems "in attempting to comply with the complex provisions of the Fair Labor Standards Act." He said the exemption should solve most of the problems of those who work irregular hours.

Plans filed for commercial space operation

HOUSE COMMITTEE TO HEAR PROS & CONS OF SATTELITES

A study of U.S. policy regarding space satellite communications will get underway before the House Space Committee today (May 8).

Rep. Overton Brooks (D-La.), chairman of the committee, announced last week that it would hear the following witnesses on how control over commercial space relaying should be set up:

National Aeronautics & Space Agency, State Dept., FCC, Office of Civil & Defense Mobilization, RCA, GE, AT&T and Lockheed Aircraft.

The hearing is expected to run three or four days.

The consensus of most companies now in the common carrier field is for a single privately-owned space communications company to operate satellites. But the specifics of how this company should be established runs the gamut from "flag carrier" through an amalgamation of existing and future carriers to the setting up of a separate "carrier's carrier."

Also there seems to be two differing opinions as to what kind of a system should be adopted—22,300-mile-high, synchronous satellites or clusters of 6,000-mile-high random orbiting satellites.

The varying opinions were spelled out in comments filed last week with the FCC. They were in response to a notice of inquiry issued last month by the commission.

One of the most interesting proposals was that submitted by Lockheed Aircraft Corp. This contemplates establishing a separate company, "Telesat," to be owned by carriers, manufacturers and the public, but organized so as to prevent dominance by any one entity.

Lockheed proposes that Telesat own and operate the single satellite communications system.

There should be a 22,300-mile-high synchronous satellite system with two over the Atlantic Ocean, and two over the Pacific Ocean. If necessary, two more could be put up over the Indian Ocean.

Because of their great orbital height, these satellites would remain in a fixed position over the earth.

The system will be available to all common carrier customers, Lockheed says, on a non-discriminatory basis.

It would be ready for operation in about five years, the aircraft company stated, and would be self sustaining in the middle of 1970.

The costs would run: $100-150 million for research and development, $50-65 million for placing the satellites in orbit and making the system operational, and an additional $50-$100 million as working capital.

If, Lockheed says, the United States wants a satellite communications system sooner, there might be need for some form of subsidy for this period.

Skyhook Relays ▪ Plumping hard for the synchronous satellite, RCA and its communications subsidiary, RCA Communications, urges that whatever method is evolved, all carriers must have an equal chance to use the space circuits on a non-discriminatory basis and under reasonable terms.

RCA said it was not certain whether the operating company should be a joint venture or a single carrier, but it expressed complete opposition to the idea of government ownership or operation.

Earlier, GE asked the FCC to permit it to establish a "common carrier's common carrier" for space communications. GE said it was filing an application to establish a relay system via satellites to serve existing common carriers under the name of Communication Satellites Inc. (ComSat). This would be open to participation by other aerospace or communications companies on a joint venture basis, it said

Conelrad test

The first test of the new Conelrad alerting system, utilizing the wire services of AP and UPI, will be held next Sunday (May 14), the FCC announces. The new system becomes effective May 17 and will replace the existing system requiring broadcast stations to monitor key Conelrad outlets for an alert.

The Sunday test will be at 8:30 p.m., EDT. It will employ a system of bell warning signals on AP and UPI teletype machines to inform stations of an upcoming Conelrad message. All am, fm and tv stations will be required to continue to comply with the existing requirement for installing and maintaining radio alert receivers and to transmit the Conelrad signal and radio alert message.

The commission amended its rules last week to reflect the revised alerting procedures. The new rules become effective June 5.

4 WHY 1 IS IN MILWAUKEE

Station Image, more than any single quality, has made Channel 4 Milwaukee's number one TV station . . . in the eyes of both viewers and advertisers. This "Total Image" is the sum of these parts: **PROGRESSIVENESS** — The history of television in Wisconsin is literally the history of WTMJ-TV. It was the first station in Wisconsin on the air . . . with network shows . . . with color. And it's first in coverage (a population area of 4,029,489 people). **EXPERIENCE** — Most of WTMJ-TV's people have worked more than 15 years in television and form Wisconsin's largest, most experienced station staff in live and network programming. **QUALITY PROGRAMMING** — Program policies of good taste are traditionally practiced and conform to those of its network affiliation, NBC. **HIGH-STANDARD ADVERTISING POLICIES** — Advertising rates are clearly stated and explained in an official Rate Card, with rates the same for all. WTMJ-TV does not "triple-spot," will not accept advertising it feels would be objectionable. **PROGRAM VARIETY** — WTMJ-TV believes in programming to meet its community's varied needs: entertainment, information, education. Included in its balanced schedule are daily high-quality live shows and the station's own feature and news programs. For more detailed information on what makes up the Total Image of WTMJ-TV, write:

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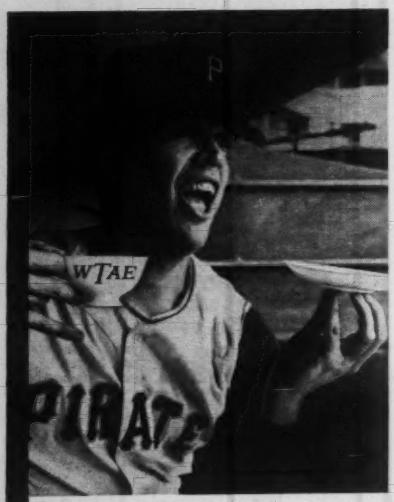

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Take TAE and see

how to be a champion in the city of champions!

Champions always lead the league in averages. Your product can do it if you choose the top team, WTAE. Find out exactly how far WTAE is ahead of the others in Pittsburgh by checking your Katz man for the averages. Also, ask him about the overwhelming switch to WTAE by the most knowing local advertisers. It's hard to stop a trend, and the overwhelming trend in Pittsburgh is to the Pittsburgh Television Champion, WTAE.

BASIC ABC IN PITTSBURGH

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

(BROADCASTING, May 1).

If approved, GE said it could have a demonstration satellite up in 12-15 months, and a complete, operable system of 10 satellites and 20 ground stations by mid-1965 at a cost of $400-500 million.

AT&T recommends the establishment of a joint venture company, comprising all U. S. common carriers, with provision for ownership also by foreign carriers. Cost of the recommended low-orbit, random cluster of satellite relays would be apportioned on the basis use. Circuits would be available to all on a non-discriminatory basis, AT&T said.

General Telephone & Electronics Corp. suggests that a joint venture company be set up to be owned by present and future international communications carriers only. Circuits should be available to all.

Western Union, expressing its fear that AT&T is attempting to monopolize the space communications field, favors a single, integrated system owned jointly by all common carriers and other industry entities in cooperation with the government. Such an organization should be financed privately, Western Union urged, but the government should define the technology (orbits, height, bandwidth, power and directivity).

IT&T and American Cable & Radio Corp. (IT&T owns 56.5% of ACRC) hold that space communications should be an exclusive responsibility of those carriers already in overseas communications business. It did not choose between a single company or a joint venture, but it did emphasize that the system must be run on a non-discriminatory basis.

Press Wireless urges that no matter how the space system is organized it should provide that Press Wireless continues to maintain its present "beneficial" competitive position.

Both the American Rocket Society and American Securities Corp. asked permission to participate if further hearings are held. American Securities will be a 25% owner of Western Union International when and if the FCC adopts the separation of Western Union's domestic telegraph system and its overseas cables.

Uhf group has praise for FCC for a change

The Committee for Competitive Television, a group of uhf stations, lauded the FCC in a comment for deintermixing the San Joaquin Valley (Bakersfield and Fresno, Calif.), and urged the commission to proceed swiftly in making other markets all-uhf. The markets the committee named are Montgomery, Ala.; Hartford, Conn.; Champaign-Urbana, Ill.; Evansville, Ind.; Binghamton, N. Y.; Erie, Pa.; Lancaster - Harrisburg - Lebanon - York, Pa.; Columbia, S. C., and Madison, Wis. In most of these areas, petitions have been filed with the FCC by individuals wishing vhfs to be taken from these markets and assigned elsewhere.

Comments received from vhf stations at the FCC last week on petitions to drop in vhf channels in Worcester and Houston at substandard mileage separation were unanimously opposed to the plans. WWOR (TV) Worcester had asked that the FCC add ch. 13 to that city and specify that WWOR operate on that channel instead of ch. 14. This was opposed by the Assn. of Maximum Service Telecasters on grounds that one adjacent-channel shortspacing (WPRO-TV, ch. 12, Providence) and three co-channel shortspacings would be necessary, thus degrading the service of the other stations. As it usually does in cases of such requests, the association further urged that if the FCC does consider the petition, it should do so after settling its overall allocations policy. The same sentiments were expressed in protests by the three ch. 13 stations that would be affected—WNTA-TV New York; WGAN-TV Portland, Me., and WAST (TV) Menards-Albany, N. Y.

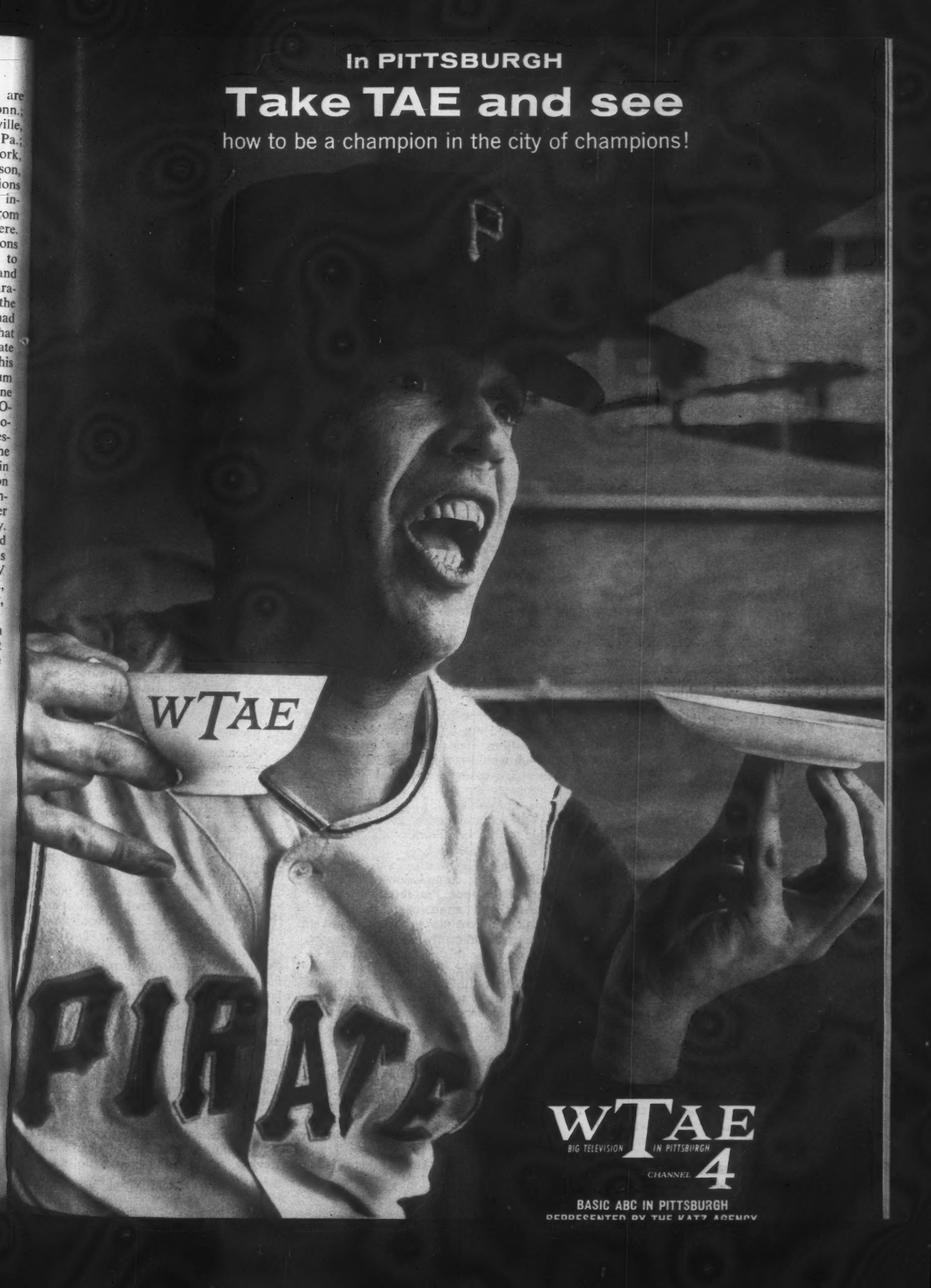
AMST opposed Lester Kamin's plan to add ch. 5 in Houston saying that short mileage separations would cause interference to KALB-TV Alexandria, La. KHOU-TV Houston was against the plan on grounds that the FCC had said it would consider vhf drop-ins at short separations in those major markets that had only two or less vhf outlets. Houston has three, KHOU-TV pointed out, and said that all three networks are represented and further tv service is not needed.

KATL follows the law, even to bucking U.S.

Ian A. Elliot, manager of KATL Miles City, Mont., believes in following the letter of the law. Even if it's the United States government that's at the other end of his raised eyebrow.

Mr. Elliot recently received some U.S. Treasury Dept. transcriptions urging the public to buy U. S. Savings Bonds. The announcements contain a number of references to the word guaranteed: ". . . and that's guaranteed." ". . . they are guaranteed directly by the U.S. governent." ". . . they are guaranteed by your government." ". . . they pay a sure guaranteed return."

He recalled that some time back NAB had cautioned broadcasters that anytime the word "guarantee" is used in a commercial, it must include details as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Take TAE and see
how to be a champion in the city of champions!
WTAE
PIRATES
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
BASIC ABC IN PITTSBURGH

WASHINGTON, D.C.
MAY 8, 1961

Meanwhile, back in Wisconsin

. . . more and more advertisers are racking up impressive sales figures—thanks to Madison's low-cost, high-frequency Midco stations. Ben Hovel or your Bolling salesman can show you why Northwest Airlines, Standard Oil, King Midas, Hamm's, Procter & Gamble, Jergens, and Schlitz have keyed their pitch to our low-cost efficiency. Switch your pitch too—to the WKOW stations.

Tony Moe

CBS RADIO IN MADISON
WKOW/1070

ABC-TV IN MADISON
WKOW-TV

TONY MOE, Vice-Pres., & Gen. Mgr.
Represented Nationally by THE BOLLING CO.

MIDCO
Midcontinent Broadcasting Group
WKOW-AM and TV, Madison; KELO-LAND TV and RADIO Sioux Falls, S.D.; WLOL-AM, FM Minneapolis-St. Paul; KSO RADIO Des Moines.

to the nature and extent of the guarantee, the guarantor's identity and exactly what he will do thereunder. This followed a Federal Trade Commission ruling involving automobile battery guarantees.

So on May 1, Mr. Elliot sat down and wrote a personal letter to Paul Rand Dixon, chairman of the FTC; "Would you please advise if your regulations covering the use of the word 'guarantee' apply to the departments of the U.S. Government?" He said he was withholding the use of the Treasury transcriptions pending a response. He's still waiting for an answer.

FROWNS FOR JFK'S FCC PLAN

Some wary of added powers it gives chairman; proposal destined for hearing on Capitol Hill

President Kennedy's FCC reorganization plan (BROADCASTING, May 1) is headed for trouble. And the basic difficulty seems to be the added power it would give to the commission's chairman.

A secondary obstacle, according to those who have studied the proposals, is the vagueness of many provisions.

The executive committee of the Federal Communications Bar Assn. last Wednesday voted to oppose the proposals. And at least one Congressional committee will provide a forum for that opposition.

The Senate Commerce Subcommittee on Communications, chaired by Sen. John O. Pastore (D-R.I.), has announced it will hold hearings starting May 23 on the reorganization plan. The staff of the House Government Operations Committee has indicated that hearings may be held by that group also.

Many FCC commissioners are unalterably opposed to the reorganization as spelled out by the President. Their opposition stems from the provision which would permit the FCC chairman to assign cases to commissioners. This derogates the role of a commissioner, this viewpoint holds.

One commissioner, generally favorable to the New Frontier atmosphere in Washington, said:

"If this plan means the chairman can tell the other commissioners what they should do, then I'm through with it."

Another commissioner said that this particular item makes the FCC just an arm of the Executive Dept. His reasoning goes like this: The chairman is appointed by the President. He reports monthly to the President. If he also has the authority to assign work to the other commissioners, the FCC in fact becomes an appendage of the White House.

Loss of Independence ▪ A third commissioner stressed that the reorganization threatens to destroy the basic concept of the FCC: a body of seven equal commissioners exercising its judgment independent of either Congress or the White House.

At the White House there is no equivocation about the meaning of the proposal to give the chairman of the FCC more power. James M. Landis, the President's advisor on the regulatory agencies and the acknowledged architect of the reorganization plan, said last week that this is exactly what the plan suggests.

"Somebody has to have this authority," he said, "and under normal circumstances it should be the chairman."

He seems well aware of the difficulties the plan will have in getting through Congress.

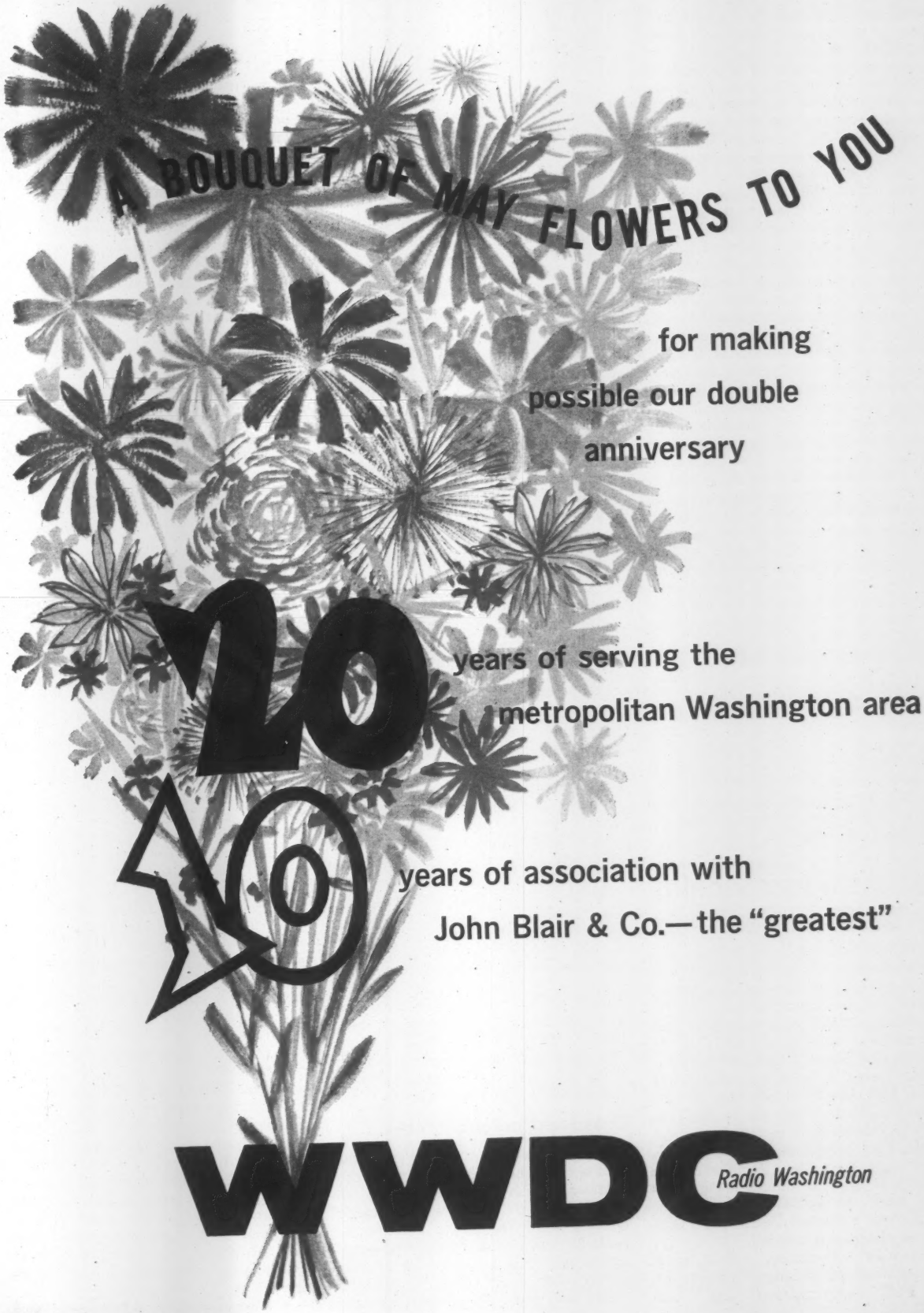
Under the Reorganization Act, the President's recommendations go into effect within 60 days of issuance unless specifically vetoed by either house of Congress.

The plan was cleared, it is understood, with both commerce committees of Congress. The Senate hearing primarily will spell out on the record the extent of the reorganization and define in more detail the meaning of some of the provisions.

A Senate Communications Subcommittee spokesman said the hearings will be designed to produce information the parent Commerce Committee needs to formulate its position and determine what changes, if any, should be made. Parties interested in presenting their views have been invited to contact the subcommittee.

Ordinarily, reorganization proposals are handled in the Senate by the Government Operations Committee. However, Sen. John L. McClellan (D-Ark.), its chairman, has asked the Commerce Committee, which has jurisdiction over the regulatory agencies, for its comments and recommendations on the FCC plan. The request was made recently in a letter to Sen. Warren G. Magnuson, Commerce Committee chairman.

Under the plan (Reorganization Plan 2), President Kennedy proposes to authorize the FCC to delegate more authority to single commissioners, commission or staff panels, and to examiners. He also would abolish the Office of Opinions & Review, and require commissioners to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for making
possible our double
anniversary
20
years of serving the
metropolitan Washington area
10
years of association with
John Blair & Co.—the "greatest"
WWDC
Radio Washington

write and sign individual opinions instead of the present practice of issuing unsigned, institutional decisions. In a major revision of current procedure, the President would take away the long standing right of applicants to argue their cases before the FCC as a whole. Under the plan, the commission would be given the discretion to decide whether or not to hear an appeal.

The FCBA executive committee voted unanimously to oppose the plan. It ordered its legislative committee to analyze the proposals and report back to the executive committee. The plan, according to Robert M. Booth Jr., FCBA president, is to submit this analysis to the responsible committees of Congress and to appear in opposition if a hearing is held. Percy H. Russell is chairman of the FCBA's legislative committee.

Opposition by the lawyers who specialize in communications law is based, it is understood, on two points: The plan wipes out many sections of the Communications Act; provisions which were the subject of long study and debate, and it leaves too many unknowns that cannot be ascertained until it is put into practice.

Administrative Conference ▪ Early last week, President Kennedy named Circuit Judge E. Barrett Prettyman of the District of Columbia Circuit Court of Appeals, as chairman of the council of an Administrative Conference of the United States.

This conference, begun under Judge Prettyman last year, will consider and propose changes in procedure and organization of the federal regulatory commissions.

Among the members of the 10-man council are Max D. Paglin, FCC general counsel; Mr. Landis; representatives of other federal agencies, lawyers and several law professors.

Former Nixon aide sees blackmail of media

The new administration threatens newspapers with divestment of radio and tv stations, and "this is blackmail, raw blackmail," charges Herbert G. Klein, who was news secretary to former Vice President Richard M. Nixon and now is editor of the *San Diego Union*.

Mr. Klein said Tuesday the threat is from the Dept. of Justice—to apply the antitrust laws against newspapers which own broadcast facilities and multiple newspaper owners.

He challenged Attorney General Robert F. Kennedy to state his views directly.

A Justice Dept. spokesman said last week the Attorney General will not "dignify" the charges with a statement.

Mr. Klein's charge was prompted by the remarks of Edwin O. Guthman, public relations chief of the Justice Dept., before the Women's National Press Club two weeks ago (BROADCASTING, May 1). Mr. Guthman on his own suggested that if monopoly in nuts-and-bolts products is against the law, the concentration of all communications media within a community might be considered in the same light.

Lee dislikes coaching by staff on decisions

FCC member Robert E. Lee said last week that in controversial cases he would prefer that the staff discontinue making recommended decisions to the commission. Such recommendations in non-controversial matters are fine, he told a telecommunications class at Notre Dame U.'s WNDU-TV South Bend, Ind., but he thinks that in contested cases the staff should limit its participation to a presentation of facts.

Mr. Lee said he doesn't particularly enjoy studying a staff document, then being told what he should do, particularly since the staff's opinion can be sought out when a commissioner feels such assistance is needed.

Jeremiah Courtney, Washington communications attorney formerly on the FCC staff, appeared with Commissioner Lee before the Notre Dame students. Mr. Courtney stressed that it is important for an applicant who has gone through a hearing to make sure the case is fully understood by the people who will decide it—the seven commissioners. Otherwise, the applicant runs the risk that the staff will, in effect, decide the case, he said.

In non-adversary cases, Commissioner Lee said, it's appropriate for an interested party to make sure that one or more commissioners hear his story personally. When such visits are made, he stated, written documents should be left with the commissioners.

Both Messrs. Lee and Courtney see nothing wrong if a party in an FCC proceeding approaches his congressman. But Commissioner Lee thought that if the congressman is contacted for any improper purpose it could well redound to the interested party's disadvantage. He also warned that an applicant shouldn't put anything in a letter to his congressman that he doesn't want the commission to see, because such correspondence often is forwarded directly to the FCC.

Mr. Courtney said broadcasters should develop a continuing relationship with their congressmen, not swoop down on them only when an emergency occurs. "Then, when the blow does fall, the congressman will be more likely to extend himself than he would hearing from the constituent for the first time after some serious difficulty has developed," he said.

Broadcast congressman

Congress will soon welcome another member with broadcasting-industry connections. He is Morris K. Udall, Arizona Democrat, who won a special election to fill the House seat that his brother, Stewart, had vacated to accept appointment as Secretary of the Interior. Jesse Udall, their uncle, is director and owns 10 of 200 shares of common voting stock in KGLU Safford,, KWJB-AM-FM Globe, KCKY Coolidge, and KVNC Winslow, all Arizona.

At the present time, 23 members of Congress have either a direct or family-connected broadcasting interest (BROADCASTING, April 17.)

MISLEADING ADS

FTC head hints stations may be held accountable

Broadcasters may be held to closer account for false and misleading advertising on the air. This implication is read into a remark by the chairman of the Federal Trade Commission during a tv interview April 30.

In a direct but unexpanded statement, Paul Rand Dixon mentioned the liaison between the FTC and the FCC and added, cryptically, that all radio and tv stations come up for renewal every three years. "I would say that [it would be well] if perhaps they began to take that into account," Mr. Dixon said.

"What I meant," Mr. Dixon said last week, "is that whenever we issue a complaint we send a copy of it to the FCC. And [Chairman] Minow has said he is going to do something to clean up this phase of broadcasting."

The liaison between the FTC and FCC has been in existence several years.

Mr. Dixon's remarks were made in an interview with Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee and of its Antitrust Subcommittee. The interview was broadcast by WNTA-TV New York.

Mr. Dixon made these other points:

▪ The FTC is going to be reorganized to permit centralization of each case in the hands of one person to speed handling of complaints. The number of hearing examiners also will be increased from 15 to 25.

▪ A separate office will be established

to deal with consent judgments. Up to 70% of all complaints end up as consent orders.

Mr. Dixon repeated his complaint against what he calls "brinkmanship," by advertisers and their agencies. He suspects that advertisers and agencies know when an advertisement is skirting the truth, but figure it will serve its purpose before it is banned. This practice, Mr. Dixon noted, has grown because up to now some complaints have been litigated over several years. There are 400 cases awaiting decision by examiners, and 3,000 investigations under way, he said.

False advertising, the FTC chairman said, harms the public quickly and sensitively. It affects the competitive situation in the market place, and thus can be considered a restraint of trade, he said.

He repeated his view, given Monday in a Washington talk to the U. S. Chamber of Commerce, that false and misleading advertising directly is monopolistic in essence in that it harms consumers by cheating them and taking away customers from the other companies.

Agreement on aim, suspicion on method

THAT'S THE GIST OF COMMENTS ON FCC PROGRAM FORMS

Although not due until June 1, comments on the FCC's proposed programming form revisions trickled into the commission last week. The tenor set was: We agree with what the FCC is trying to do, but we are suspicious of the way it's going about it.

Multiple-owner Storer Broadcasting Co. submitted its own proposed programming form, which it claimed would eliminate ambiguites in the FCC's proposal. The Storer form also sought to limit the information to that "in which the commission has a legitimate interest." Storer felt the current programming questionaire is obsolete, since it was written in 1948 and particularly since its concepts are based on the 1946 "Blue Book." Storer's recommended form would include definitions of certain terms, such as what constitutes a "commercial announcement" and what a "public service announcement," so that it will serve as a program standards guide as well as a report on programming. A key notice in the Storer form reads "It is not expected that the applicant can or will adhere inflexibly in day-to-day operation to all representations herein made . . ." but will expend time and care so that they represent proposed program policy.

Storer objects to the principle of "continuing audience surveys" and said that the broadcaster should exercise his own judgment in finding the needs of his communities—that although the results of such surveys are of legitimate interest to the FCC, the methods used to determine local needs are not.

The Texas Assn. of Broadcasters agreed that the present form "leaves much to be desired," but felt the general tone of the FCC proposal would leave the broadcaster in fear of losing his license unless he complies with specifications of the questions to the letter. TAB suggested that this would kill creativity and originality and would abridge freedom of speech. TAB felt the form was ambiguous in certain definitions.

Donald F. Whitman, president of

*KLZ radio a FORMULA STATION?
* Try the KLZ blueprint for a sound sales structure.
Stan Brown
SURE... formula, recipe, blueprint, or whatever you call it . . . KLZ has the proper combination of program materials to rivet your customers attention to your product. Good music, news in depth, and CBS and KLZ personality features dovetail to form a foundation of solid program pleasure.
To reinforce your sales campaign, let Stan Brown, foreman in charge of the "Denver at Night" crew, engineer your radio sales. Participations in this award winning nighttime feature (heard at 6:30, 9:15 and 11:15 pm weeknights) beam your commercial messages to an adult, buying audience who practically weld their radio dials to the 560 spot . . . KLZ!
Let KLZ Radio blueprint your plans for greater sales in the Rocky Mountain market.
KLZ radio
560 • CBS IN DENVER
Represented by Katz Agency

KITN Olympia and KITI Chehalis-Centralia, both Washington, said the FCC should assume the broadcaster is doing a good job and serving his community until proven otherwise. He emphasized that the quality of certain programming is more important than the quantity and said the FCC was paying more attention to the latter. He said that a station will not remain in business long if it does not serve the needs of its community. Mr. Whitman claimed that informal means of determining these needs were often more effective than formal meetings which might be more impressive on FCC forms.

Representatives of the FCC, the NAB and the FCBA met three times last week (CLOSED CIRCUIT, May 1) but no definite revisions of the form or proposals resulted from the meetings.

IN THE CONGRESSIONAL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 6766. Rep. M. Herman Toll (D-Pa.)—would amend the Expediting Act to authorize the Chief Justice of the U. S. to select from among the district judges a panel of antitrust judges who would sit in antitrust cases deemed of national importance. Judiciary Committee. May 2.

HR 6784. Rep Morgan Moulder (D-Mo.)—would authorize congressional committees to review regulations of administrative agencies. Rules Committee. May 3.

S. 1688. Sen. Estes Kefauver (D-Tenn.)—would establish a Dept. of Consumers, which would have cabinet status and be charged with coordinating consumer services now provided by a variety of other departments and agencies and representing the consumer in the formation of national policy. Government Operations Committee. April 20.

1 kw daytime grants to get FCC speedup

A small bit of red tape and required due process were taken off the books by the FCC last week in a move to expedite consideration of daytime power increases for 250 watt Class IV stations.

Commission rules presently require that when an application is filed it must go to the bottom of the processing list and await its turn for consideration. Under the weight of the present backlog, such consideration would not come for 14 months. By its action last week, the agency said it will immediately consider when they are filed, without designation for hearing, all Class IV applications for daytime power of 1 kw which involve interlocking interference problems only. The cut-off rule also was suspended for the Class IV applications.

Thus, all such applications will be lumped together, and granted regardless of their respective filing dates, with a condition placed on acceptance of interference from similar Class IV stations with power increases. The new rules are effective today (Monday).

In May 1958 the commission removed prior restrictions which limited the 1,110 Class IV stations to 250 watts in the daytime. Realizing that such increases would cause interlocking interference, the FCC exempted the Class IV applications from its 10% rule in December 1960 and amended its engineering forms.

Despite these earlier efforts by the commission, 343 applications for Class IV increases have been stalled by commission processes and only 308 were granted, many after hearings. The agency said it expects applications soon from the remaining 421 Class IV stations eligible for incerases (38 are not permitted to operate with 1 kw).

With these applications still to come, the present delay can only become more aggravated unless definitive steps are taken, the commission said.

Is 90% too much of a good thing?

Just how much entertainment is too much for a broadcast licensee to program?

FCC Hearing Examiner Thomas H. Donahue did not state what percentage would be acceptable but did rule last week that 90% would not constitute an operation in the public interest. Mr. Donahue's opinion came in an initial decision recommending that the application of Benjamin C. Brown for a new fm in Oceanside, Calif., be denied.

Mr. Brown proposed to program 98 hours weekly on 107.7 mc with the following breakdown: entertainment, 90.8%, religious, 2.7%, agricultural, 0.6%; educational, 1.5%, new, 2.9%, and discussion, 1.5%. In addition, the applicant would air 600 commercial and 200 non-commercial spots each week.

The examiner thought both the number of spots and amount of entertainment proposed were excessive. "It is apparent that Brown's assessment of the Oceanside community's programming needs resulted in the rather remarkable conclusion that that community's needs, taste and desires pointed to considerably more time being spent on commercial spot announcements than on all other types of programming save entertainment," Mr. Donahue stated. "The examiner much doubts the validity of such an appraisal."

He said that 14 major program elements usually are necessary to meet the public interest and that Mr. Brown proposes to carry only six with entertainment alone in any great depth. "In light of such considerations . . . the examiner cannot conclude that the programming proposed by Brown will either serve the needs of the community in which he seeks to operate or that otherwise his proposed programming would serve the public interest," Mr. Donahue stated.

In the same decision, the examiner recommended that the application of KBBI (FM) Los Angeles to increase power on 107.5 mc be denied because it would cause excessive interference to a new fm grantee in Sierra Madre, Calif.

Bakersfield broadcasters to reveal vhf-uhf views

The FCC Broadcast Bureau intends to make use of the coralling of broadcasters in Washington during the NAB convention to get depositions from Bakersfield, Calif., uhf station operators, on how uhf is working there and the comparative advantages of vhf.

This was revealed in prehearing conference to discuss the pending show cause proceeding in which KERO-TV Bakersfield is directed to shift from ch. 10 to uhf ch. 23 (BROADCASTING, April 24).

The bureau last week asked the commission to deny KERO-TV's request to vacate the show cause proceeding. The bureau said the FCC was within its rights in limiting the hearing issues to whether the station may remain on ch. 10 until its present license expires Dec. 1, 1962, or if it will have to shift prior to that date. The 40 or so additional issues KERO-TV had requested be added to the hearing were described by the bureau as "irrelevant."

FOUND: $140,180,440 paid to personnel at military bases in the Providence, R.I. market area (Quonset, Davisville, Newport, New London and Otis Air Force Base). This is a plus not listed in any census breakdown of the rich, growing Providence market — a juicy bonus waiting to be picked up by advertisers on WJAR-TV, the only TV station that puts a grade A signal into all these bases. To claim, contact Edward Petry & Co., Inc. WJAR-TV • NBC • ABC.

House hearing on etv funds set May 17

HEW'S RIBICOFF TO BE FIRST WITNESS ON SEVEN BILLS

The House Communications Subcommittee will resume hearings May 17 on bills to help the states develop educational television facilities.

Abraham A. Ribicoff, Secretary of Health, Education & Welfare, who opposed an etv bill subsequently passed by the Senate (BROADCASTING, March 27), will be the first witness. He originally had been scheduled to appear during the first round of hearings held the week of March 20.

The House unit, headed by Rep. Morgan Moulder (D-Mo.), is considering seven bills which provide varying formulas for dispensing federal etv aid to the states. Resumption of the hearings has been held up pending replies from the 50 governors who have been queried on how their states would use etv funds.

Rep. Oren Harris (D-Ark.), chairman of the Commerce Committee and a member of its Communications Subcommittee, circularized the governors after stating he wants assurances on this question. The bills under consideration would provide funds for the construction of etv facilities, but not for operating stations. By last week "about two-thirds" of the governors were said to have answered the query.

Outright Grants ▪ The Senate bill (S205), sponsored by Sen. Warren G. Magnuson, chairman of the Senate Commerce Committee, would authorize outright grants of up to $1 million to each state. Several of the House bills are similar; others require matching state funds.

Despite his opposition to the Magnuson bill, Secretary Ribicoff is said to feel a satisfactory measure can be worked out. He is known to be opposed to granting $1 million to each state, regardless of size. And he reportedly feels, like Rep. Harris, that the government should have some assurance states will support an etv station once it's built. The letters from the governors may help provide this assurance.

This indication that the administration will not necessarily seek to block an etv measure in the House lent additional ground for belief that an etv measure will finally emerge from the Congress this session. In two previous sessions the Magnuson bill passed the Senate only to die in the House.

Etv proponents received a big boost during the hearings two months ago when Rep. Harris, a powerful figure in communications matters, said he is determined that channels reserved for education be used for that purpose as speedily as possible. At present, 54 of the 268 etv channels are in operation.

MARS INVADES CLEVELAND

Fantastic radio sounds from MARS have invaded Cleveland to capture a greater share of the audience for big WHK. Listeners by the thousands are surrendering without a fight—listener mail over 300,000 in the first 30 days. And here, as in market after market, the audience keeps coming back for more . . . 50 top drawer stations join MARS in 48 days. *A rating rampage!*

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April landings on MARS: WABC, New York; WLS, Chicago; WHK, Cleveland; WXYZ, Detroit; KQV, Pittsburgh; WKWK, Wheeling; WIP, Philadelphia; WITH, Baltimore; WKBW, Buffalo; WBBF, Rochester; WPTR, Albany; WGH, Newport News; WMBR, Jacksonville; WCKR, Miami; WALT, Tampa; WLOF, Orlando; WHHM, Memphis; WKDA, Nashville; CHUM, Toronto; WSAI, Cincinnati; WISH, Indianapolis; WQXI, Atlanta; WOLF, Syracuse; KRUX, Phoenix; KIMN, Denver; WKY, Oklahoma City; WMEX, Boston; KXOK, St. Louis; KDEO, San Diego; KAFY, Bakersfield; KFXM, San Bernardino; KTKT, Tucson; How'd ja like to join THIS club?

Tripp payola trial ends with plea for dismissal

The three-week-old trial of Peter C. Tripp ended last week with the defense moving for dismissal of all charges against the former WMGM disc jockey. Mr. Tripp is charged with accepting more than $30,000 in payola from record makers and distributors to promote their records on the air.

Defense attorney Benjamin Shedler conceded, before New York Special Sessions Justices Breslin, Impellitteri and Goldstein, that Mr. Tripp received the money, but he argued that the disc jockey had "a right" under his contract with WMGM to make "deals" with record companies.

Earlier in the trial, Mr. Tripp testified that various record company officials had paid him for his advice as to what records they should buy, what records would be most popular, and as to what artists and new sounds they should use in their records.

Assistant District Attorney Jerome Kidder, who took over the prosecution when Assistant District Attorney Joseph Stone was taken ill (BROADCASTING, May 1), opposed the motion to dismiss. He contended that it was Mr. Tripp's responsibility to the radio station to use his best and honest judgment in selecting records to play on his daily program *Your Hits of the Week*, and that if he could be bribed in his choice of records this would be detrimental to the station.

Mr. Tripp can receive one year in prison and $500 fine on each of the 35 counts (originally it was 39 but 4 counts were dropped earlier on a motion of the district attorney) charged against him, if convicted. The justices will announce a decision on May 15.

Educators like idea of LA, NY vhfs

Organizations with educational-broadcasting orientation, excited by the FCC's notice of inquiry into ways to bring etv to New York and Los Angeles, hastened to suggest ways this could be brought about.

The most unusual suggestion came from the Audio-Visual Educational Assn. of California, to wit: Let the owners of the seven commercial vhf stations in Los Angeles get together and cooperatively set a fair purchase for one of the stations. "It is conceivable that with the commission's inquiry as a spur, six of the stations could find sufficient finances available to purchase the seventh and turn it over to a duly authorized organization."

The National Educational Television & Radio Center, New York, urged the FCC to amend its sixth report on etv to encourage voluntary sale of any vhf channel in New York or Los Angeles that the owner wished to sell or abandon to any etv group with the resources to buy it. In the case no one wished to sell, the center suggested that any station whose operation was clearly inconsistent with the public interest be designated for etv use by the FCC.

NETRC said it was fruitless to predict the circumstances under which the commission might move to give a vhf in commercial use to etv, but that the FCC should adopt flexible rules to handle various situations.

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Radio and Television Station Representatives

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* C.E. HOOPER

ported the idea of an etv in that city and said it had tv studios equipped to provide the same variety of noncommercial educational programming it now features on its fm station. It said it hoped the FCC would assure all qualified institutions would be given access to the facilities of the New York etv and an opportunity to participate in the project.

Comments on the FCC etv inquiry are due June 1.

Minow enters 40-sec. station break dispute

Young & Rubicam President George H. Gribbin last week restated his opposition to any expansion of station-break length, on grounds of "over-commercialization." His statement was prompted by a BROADCASTING (May 1) report that he and Oliver Treyz ABC-TV President had met and "reconciled virtually all their differences—except the big one" and that the nub of the dispute "does not appear to be 40 seconds vs. 30 seconds so much as four or three commercials vs. two."

FCC Chairman Newton N. Minow entered the dispute last week by warning that the increased station breaks should not lead to triple spotting. If this happens, the chairman said, the commission will certainly step in officially.

"I personally am not concerned in an increase of 10 seconds in the length of the station break" Chairman Minow stated, "but I would be concerned about the extended time being used for three spot commercials and I would want to bring this to the attention of the commission." He said that the FCC could institute rulemaking to control the number of spots permitted in such breaks. (Ten days ago, Mr. Gribbin had asked the FCC and NAB for help in its fight against the 40-second break.)

In his latest statement, Mr. Gribbin did not distinguish between triple-spotting and longer commercial messages as the target of his objections, but said, in effect, that he was simply against longer break-time—period. It was known, however, that he was sufficiently concerned about the possibility of triple-spotting that he had figures compiled to indicate the extent of triple-spotting within current 30-second breaks, the implication being that longer breaks would be more apt to encourage than discourage the practice. In his reply he said:

"Let me assure you little was reconciled at the meeting and the 'nub of dispute' remains ABC's intention to increase station-break time. This was made clear to Mr. Treyz at the time. Young & Rubicam is deeply convinced that this increase is wholly incompatible with the best interests of the viewing public, the advertiser and the television industry. The issue is over-commercialization. The 40-second policy sets the stage for further indulgence in over-commercialization."

Payola proposal

New rules have been proposed by the FCC to implement legislation by Congress outlawing payola and other forms of hidden commercials (BROADCASTING, May 1). Text of the new rules, plus nine new examples to indicate their intended effect, are reproduced in FOR THE RECORD, page 162. Comments are due June 12.

A look at Mack diaries

The FCC general counsel's office last week recommended to the commission that WORZ Inc. be allowed to examine the diaries of former FCC Commissioner Richard A. Mack. WORZ was a losing applicant for ch. 9 Orlando, Fla. The FCC's grant to WLOF-TV is being re-examined under court remand for determination of whether behind-the-scenes contacts were made with commissioners, (BROADCASTING, April 10, 1961).

WORZ specified why entries in the diary might have bearing on the case, the general counsel's office said, noting the diaries were given to the FCC secretary by the Justice Dept. and that an official of that branch said he had no objection to examination by WORZ. The office suggested that counsel for WORZ examine the diaries in the secretary's office in the presence of other interested counsel.

Nebraskans want term 'public interest' defined

The FCC should "bear in mind the dangers inherent in federal control of programming," in the opinion of the Nebraska Broadcasters Assn. A resolution calling for the FCC to re-examine its policies and more clearly define the term "public interest" was adopted April 25 by NBA. Officers were elected at the meeting, held in Omaha (see FATES & FORTUNES).

A second resolution directed at federal paternalism voiced "emphatic opposition" to government aid to educational broadcasting. It was adopted following a debate on specific phraseology and pointed out the public is "totally unaware" of the legislation. NBA contended the bills constitute federal encroachment on public education and praised the educational broadcasting system now being conducted in Nebraska (KUON-TV U. of Nebraska).

Douglas A. Anello, NAB chief counsel, said the regulatory climate toward business, particularly broadcasting, is bad, citing a number of recent FCC actions which he called omens of "stiffer regulation." He said he did not believe "public service and public interest are synonymous."

WBAL-TV not in contempt

A U. S. district court in Baltimore ruled last week that WBAL-TV that city was not in contempt of court when the station presented a program in which members of a jury re-enacted their deliberations which resulted in the conviction of a man for murder (BROADCASTING, March 27).

The three-judge decision stated, however, that WBAL-TV's telecast, the night before defendant Melvin David Rees was to be sentenced, was "against the public interest and should not be repeated or imitated." The sentencing was postponed because of the telecast but Mr. Rees later was sentenced to life imprisonment. Handing down the no contempt decision were Chief Judge Roszel C. Thomsen and Circuit Judges W. Calvin Chestnut and R. Dorsey Watkins.

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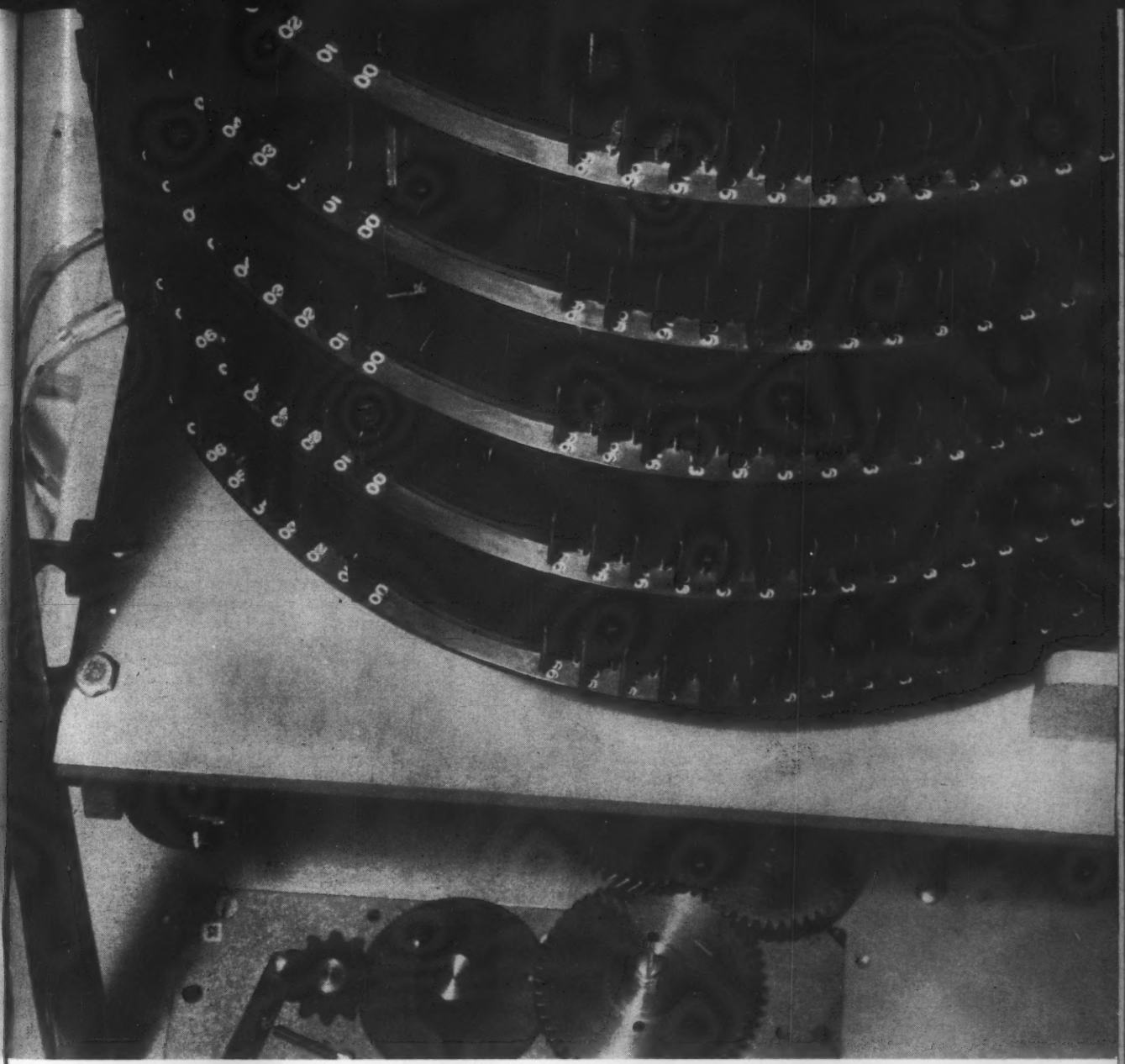

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Chicago's finest hotel, within walking distance of over 5 Billion Dollars in ad billing.

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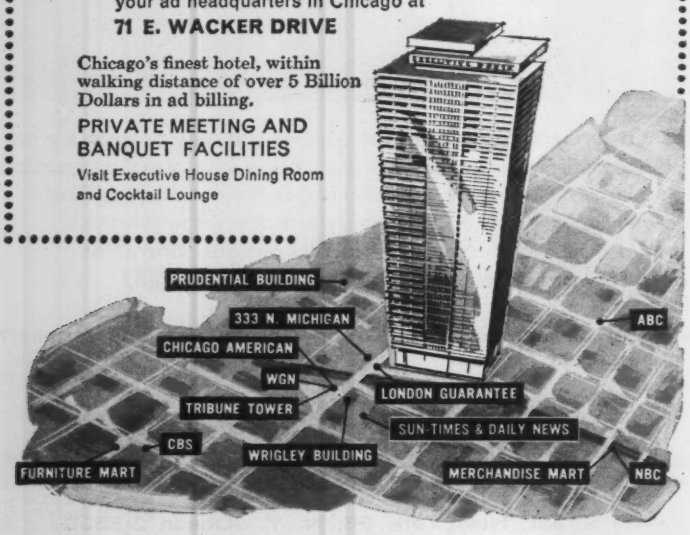


Kingstree hearing postponed to May 31

Hearing Examiner Thomas H. Donahue Thursday granted a continuance of the license-renewal hearing of WDKD Kingstree, S. C., after an FCC order the previous day granted an expansion of issues as the station had requested. The hearing was to have begun May 9 in Kingstree. It is now scheduled for May 31 in that city.

The FCC denied WDKD's request for a change of hearing locale from Kingstree to Washington, D. C. The hearing, the first such to be held outside Washington under recently-initiated FCC policy, may test that agency's theory that local hearings will induce members of the local listening public to testify in such procedures.

The hearing results from complaints that a WDKD disc jockey made "vulgar, crude and suggestive" remarks. The station requested that it be allowed to make a showing of its overall programming and the way in which it serves its community. The FCC agreed to let the station develop this issue. Counsel for WDKD requested the hearing examiner to grant more time to develop this showing.

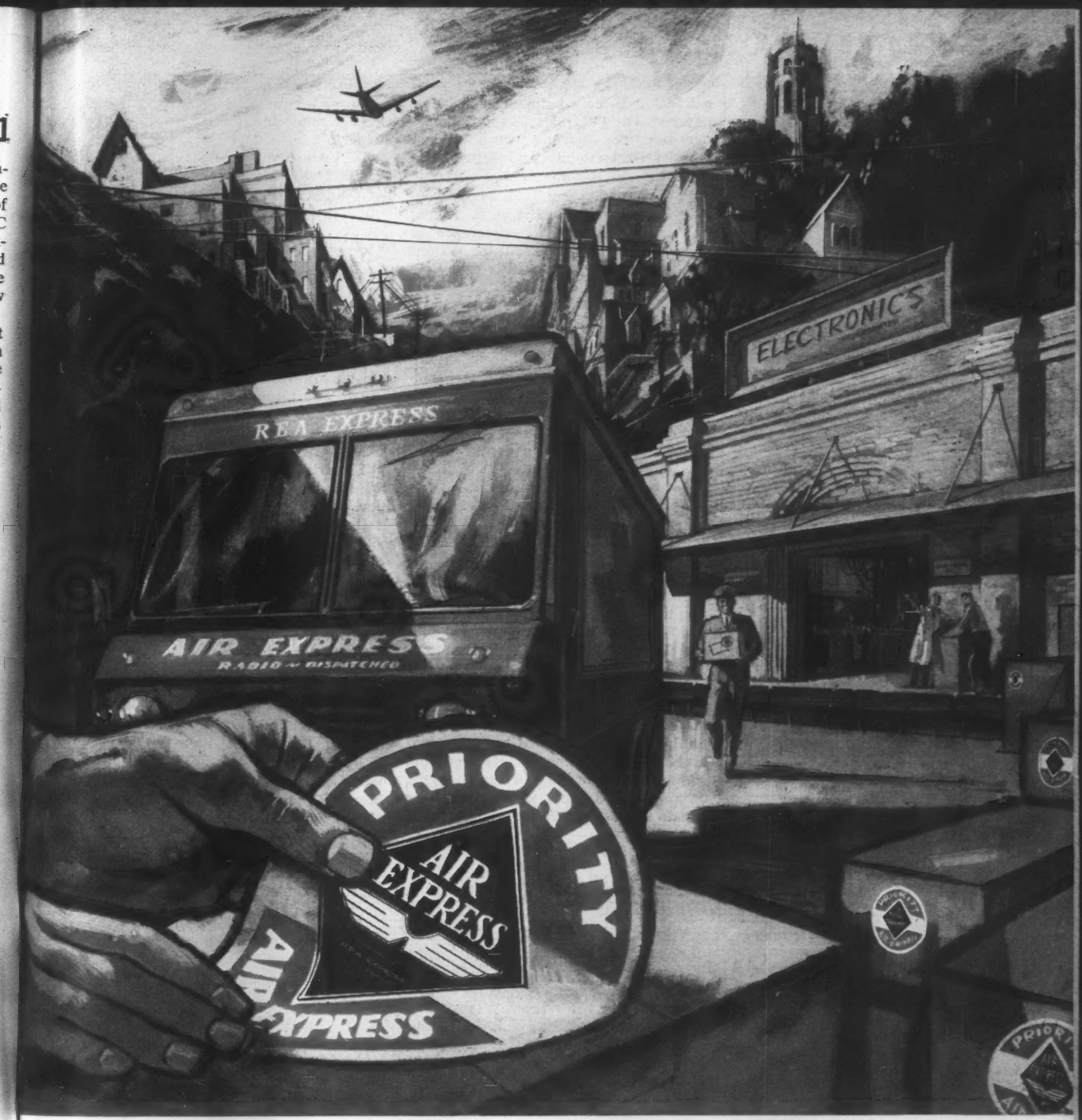
The commission made official the agreement between WDKD and Broadcast Bureau attorneys to allow the station's counsel to hear the disputed tapes. Some of these had been heard by station attorneys, but the order specified all tapes in the bureau's possession. The time period covered by the proceeding was limited by FCC order to the station's most recent three-year license renewal period. The commission also expanded the terms of the issue dealing with the licensee's supervision "to determine whether [he] maintained adequate control or supervision of programming material. . . ."

Broadcast Bureau attorneys were in the Kingstree area last week, reportedly lining up witnesses.

ITU treaties approval slowed down by dispute

The FCC last week urged quick Senate ratification of the 1959 Geneva international telecommunications treaties to permit the United States to benefit from the agreements. They are the first international treaties involving rights to frequency allocations for space communications and radio astronomy.

But a long-standing dispute between the FCC and commercial airlines blocked swift action by the Senate Foreign Relations Committee. The dispute is over an FCC rulemaking, adopted at the request of the Office of Civil & Defense Mobilization, declaring that use



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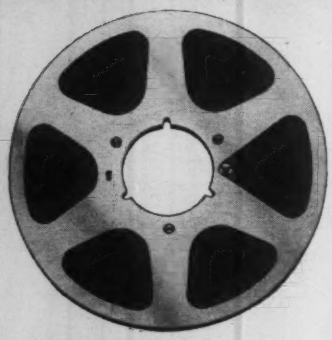

RCA SOUND TAPE

to guard against drop-outs, tape breakage

Designed specifically for critical broadcast recording applications, RCA Sound Tape features essentially flat response throughout the entire audio frequency spectrum, uniformity of output from reel to reel, and high tensile strength. Recognized dependability of RCA Sound Tape minimizes worry over drop-outs, distortion, tape breakage, and the loss of air time.

Splice-free Mylar* base tapes are available in 2400, 3600, and 4800 foot lengths, and splice-free acetate base tapes are supplied in 2400 and 3600 foot lengths, on hub or reel. Call your local RCA Distributor today for a comprehensive list of superior quality, dependable RCA Sound Tape.

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RADIO CORPORATION OF AMERICA

Electron Tube Division • Harrison, N. J.

SEE THE RCA EXHIBIT AT THE N.A.B. SHOW

of the 8800 mc band for aircraft navigational aids, called dopplers, is "temporary." The OCDM says the dopplers may some day interfere with a national security interest it has refused to identify.

FCC Commissioner T. A. M. Craven, who was chairman of the U. S. delegation to the ITU radio conference in Geneva two years ago, said the revised radio regulations for the first time provide frequency allocations for space communications and radio astronomy. And Paul D. Miles, an OCDM official, noted that the U. S. has no rights under the new agreements until it ratifies them. The revised International Telecommunications Convention and its annexed Radio Regulations became effective in January for the 21 signatories which have ratified the documents. In all, 98 countries are members of the ITU.

The FCC-airlines controversy erupted when airline representatives, who had the sympathy of Sen. Stuart Symington (D-Mo.), a committee member, urged the committee to adopt a statement which would forbid the commission to bar domestic carriers from using the 8800 mc band. The airlines said the Geneva agreements authorize foreign aircraft to use the band in this country.

Committee Chairman William J. Fulbright (D-Ark.) said he is baffled by the dispute—and the reason it cropped up before his committee. He urged the commission and the airlines to agree on a resolution which would permit the Senate to act without prejudicing either side's position.

Townsend Corp. denies mismanagement charge

Top officials of the Townsend Corp. of America, owner of three am stations, last week denied Securities & Exchange Commission complaints of mismanagement. Morris M. Townsend, president of TCA, and Clinton Davidson, board chairman of Townsend Management Corp., an associate company, maintained that the SEC's allegations were based on technicalities and legal interpretations rather than on misconduct.

Last month the SEC charged that Mr. Townsend, Mr. Davidson and Raymond E. Hartz, president of TMC had run their organizations "for their personal benefit and in derogation" of stockholders' interests. SEC asked the U. S. District Court, Newark, N. J. to designate receivers to prevent further violations of its rules and to protect the rights of stockholders (BROADCASTING, May 1).

In answering the charges, Mr. Townsend and Mr. Davidson said they would oppose the appointment of a receiver because the action "would seriously damage the interest of our shareholders."

TCA, an investment company, owns KITE Terrell Hills-San Antonio, Tex., KNOK Fort Worth and WKDA Nashville.

WBEN wins court remand in pre-sunrise case

The FCC must give a radio licensee a hearing when his protected coverage is threatened by interference from a new facility, the U. S. Court of Appeals in Washington ruled last week.

The court said that the commission erred when it denied the request of WBEN Buffalo, N. Y., for a hearing in the application of WFMD Frederick, Md., to increase its daytime power to 5 kw and permitted pre-sunrise operation.

Both WBEN and WFMD operate on 930 kc; WBEN with 5 kw day and night, WFMD, originally with 1 kw fulltime. In September 1960, the FCC granted WFMD's request for 5 kw day. WBEN objected to the grant without a hearing because, under the rules, WFMD is permitted to operate with daytime power beginning at 4 a.m. This "nighttime" operation modifies its license, WBEN claimed.

The commission said WBEN had no case because, if there were interference to its service area, the FCC could order WFMD to cease its 5 kw pre-sunrise broadcasting.

This is not enough, the court said. The grant is a modification of WBEN's license and that cannot be done without affording the aggrieved licensee a hearing. The unanimous court ruling was made by Chief Circuit Judge Wilbur K. Miller and Judges Henry W. Edgerton and David L. Baselon.

JFK taps MacIntyre for FTC

President Kennedy has nominated A. Everette MacIntyre to the Federal Trade Commission for a seven-year term starting Sept. 26, 1961. Mr. MacIntyre, who is chief counsel for the House Small Business Committee, will succeed Robert Thompson Secrest, whose term is expiring. Both men are Democrats. Mr. MacIntyre's nomination had been anticipated since February, when President Kennedy announced he would name him to the next FTC vacancy.

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BBG recommends three new CBC outlets

NORTHERN MANITOBA TO GET ITS FIRST TV SERVICE

Canadian Broadcasting Corp., Ottawa, has been recommended by the Board of Broadcast Governors to establish three new television stations, one to be a satellite. Northern Manitoba will have its first television when CBC establishes a ch. 10 station at Flin Flon, a mining town, with 6.8 kw video and 3.4 kw audio power. A satellite at The Pas, Man., will telecast programs from Flin Flon on ch. 7 with 260 w video and 130 w audio.

The BBG recommended a CBC station at Cranbrook, B. C., on ch. 10 with 1.1 kw video and 505 w audio.

Satellites have been approved for several western stations. CFRN-TV Edmonton, Alta., has been recommended for a ch. 9 station with 5 w at Carrot Creek, and on ch. 12 with 5 w at Edson, to pick up programs from Carrot Creek.

CFQC-TV Saskatoon, Sask., has been recommended for a satellite station on ch. 3 with 10.5 kw video and 5.5 kw audio at Stranraer, Sask.

A new broadcasting station has been recommended for Baie Comeau, Que., a paper-mill town on the north shore of the St. Lawrence River. The licensee is Jean Claude Tremblay, and the station is to have 5 kw day and 2.5 kw nighttime on 580 kc. It will be connected with CBC's French-language radio network.

Boosts ▪ Power increases have been granted to CJDV Drumheller, Alta., from 1 kw to 10 kw day and 5 kw night on 910 kc; to CBAFT (TV) Moncton, N. B., from 605 w to 10.06 kw video and from 327 w to 5.03 kw audio on ch. 11; to CKRN-TV Rouyn, Que., from 50 to 100 kw video and 25 to 50 kw audio on ch. 4; and to CHGB Ste. Anne de la Pocatiere, Que., from 1 kw day and 250 w night to 5 kw on 1350 kc.

CFSN-TV Stephenville, Nfld., has had a power decrease from 490 w to 294 w video and from 245 w to 147 w audio on ch. 8.

The BBG, in announcing approval for CFRB-FM Toronto to program separately from its am service, said it will hold hearings Aug. 22 for proposed fm broadcasting regulations.

The BBG has amended Canadian Broadcasting Act regulations to permit radio and television advertising of beer and ale. The regulations will be similar to those adopted for Ontario late last year, permitting 12-second announcements of program sponsorship by breweries. Only a simple announcement of sponsorship is permitted and only the brand label can be used visually, with no bottles or glasses to be shown.

CAB to test validity of gross percentage fee

Canadian broadcasters have filed a test case in the Exchequer Court of Canada at Ottawa, on the validity of new transmitter fees charged by the Department of Transport. The test case is on behalf of CKAC Montreal, one of Canada's oldest stations.

Transmitter fees until last year were based on a flat rate on revenue categories, fees starting at gross annual revenues of $200,000, and climbing progressively. Last year the DOT announced new rates based on percentage of gross revenue.

T. J. Allard, executive vice president of the Canadian Assn. of Broadcasters, representing 192 radio and 57 independent television stations, said the new system is in fact a tax and beyond the power of the government to legislate by orders-in-council or cabinet announcements.

The CAB claims that taxes can be imposed only by Parliament, and the court has been asked to determine the validity of the order-in-council. If the court rules the order invalid, most of the independent stations will try to recover extra fees paid under the new system. Mr. Allard estimated that possibly as much as $3 million extra has been paid under the new system.

DOT officials at Ottawa calculated that stations have paid only $850,000 in extra fees. The new rates, they said, were recommended by the last royal commission on broadcasting, which urged higher rates.

Commercial tv pioneers want changes in Britain

Pioneers of commercial tv in Britain, men whose behind-the-scenes activities in Parliament convinced the governing Conservatives that independent tv would be a good thing, have started a new campaign.

Now, the seven-year-old Popular Television Assn., recently re-named the National Broadcasting Development Committee, wants the extension of commercial broadcasting, higher program standards and a study of the impact of tv on children.

Under the chairmanship of Lord Lloyd, one of the directors of Lloyds bank, the committee comprises a powerful pressure group within the Conservative Party. It includes Lord Woolton, former party chairman, and two other prominent members of Parliament, Sir Robert Grimston and Captain L.P.S. Orr.

The committee will soon submit its proposals to the Government's Pilkington committee, set up to examine the future of broadcasting under the chairmanship of Sir Harry Pilkington.

New BBM booklet

How Canada's cooperative Bureau of Broadcast Measurement works is detailed in a new BBM booklet. Also included are its history and the latest methods for making impartial surveys of all Canadian radio and television stations.

In a preface, Duncan Grant, BBM's executive vice president, states that the rapid growth of Canadian broadcasting calls for "detailed information on listening and viewing patterns." Citing a need for impartiality in audience surveys, Mr. Grants writes, "The tripartite

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"They've fired on Fort Sumter."

"Not Again . . ."

Five score years and twenty-six days ago they shelled Fort Sumter, as anyone on our mailing list knows. Things got worse before they got better, and, to make a fascinating story dull, a lot of fodder has gone through the cannon since. Buffs may well tell us that Lee had absolutely nothing to say about the calibre of tv programs *his* sons were allowed to watch; purists may scream that it was *Mrs.* Lincoln who said that a piece of copy ought to be long enough to reach the ground; Brady buffs can question the statistical validity of making retroactive rating studies of the master's stills. However, there's no denying the fact that today's toys in the attic were yesterday's big booms, that change is the only constant, that judges may be neutral but audiences are not.

Still around? We could have admitted in the beginning that pinning an advertisement for a tv station in Eastern Iowa to the Civil War Centennial was impossible. Our point: We have a new m.c. for our late afternoon children's strip. He's Dr. Max, with a string of show biz credits that goes back to a little bit north of Appomattox. Along with other afternoon standbys—Billy Boulder, Yogi Bear and Huckleberry Hound—the Battle of Eastern Iowa's Late Afternoons goes as before*: *Nolo contendere,* in favor of WMT-TV.#

WMT-TV • Cedar Rapids–Waterloo
CBS TV for Eastern Iowa.
Represented by The Katz Agency.
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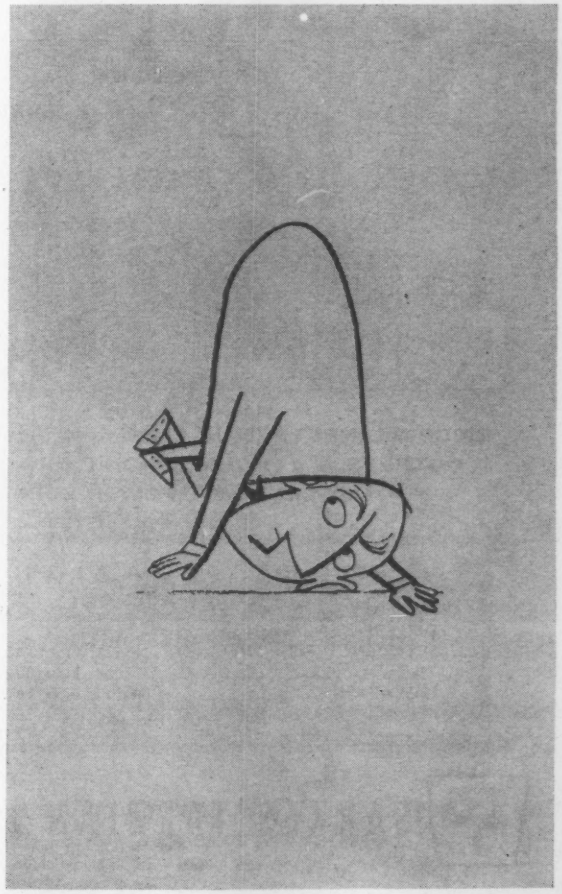
#First in *all* time periods from sign-on to sign-off, Sun. thru Sat. *ibid.*



alliance of broadcaster, advertiser and advertising agency represented by the BBM is in itself a guarantee of impartiality."

Copies of the booklet are available from BBM, 75 Eglinton Ave. East, Toronto 12, Ont.

BBG approves power increase for CHCH-TV

CHCH-TV Hamilton, Ont., has received Board of Broadcast Governors' permission to increase power of its ch. 11 transmitter from 150 kw to 230 kw video, from 90 kw to 143 kw audio power, and to increase its antenna height from 654 feet to 1,173 feet.

Nine applicants for a Toronto tv station license in March 1960, banded together to ask the BBG to delay the increase in power for CHCH-TV as the station would then become another Toronto station. Hamilton is 40 miles west of Toronto. The Hamilton station officials argued that because of physical location of the station it was not able with its present power to put a good signal into the Niagara area which was in its primary coverage region.

CFRB Toronto, one of Canada's oldest stations, was given approval to program separately for fm, with an increase in power to 200 kw on 99.9 mc. CFRB-FM has been in operation since 1939.

CHUM Toronto, which applied for FM license, was temporarily turned down on grounds that no new radio stations are being licensed in areas where new tv stations have been licensed in the past year.

CJRH Richmond Hill, Ont., suburb of Toronto, was given a power boost from 1 kw day to 10 kw day and from 250 watts night to 2.5 kw night on 1310 kc.

Toronto channel reserved for educational tv

Canada's first educational tv station will be licensed in Toronto, Ont., on ch. 19, when a satisfactory organization with adequate finances and programming applies for a license.

Dr. Andrew Stewart, chairman of Canada's Board of Broadcast Governors told a meeting of the Audio-Visual Section of the Ontario Educational Assn., "Whatever the future of educational television may be, I do not think it can make progress in Canada until . . . it has been tried out on Canadian students, instructors and courses. This means we need a demonstration model."

Ch. 19 has been set aside in Toronto for an educational station by the Dept. of Transport. CBC-TV presently has some educational programs. CBLT (TV) Toronto teaches Russian for U. of Toronto credits, and CHCH-TV Hamilton, Ont., has science course for McMaster U., Hamilton.

Pakistan to experiment with commercials

Commercial broadcasts are to begin soon over the Karachi station of Radio Pakistan. As a preliminary start, the station will broadcast a one hour commercial program. A board composed of representatives of the advertisers, Radio Pakistan, and the Ministry of National Reconstruction & Information, is to keep watch over the quality of programs and to ensure maintenance of appropriate ethical and cultural standards.

The government decision to allow commercial broadcasting was reached with view to supplementing Radio Pakistan's meager resources.

BBM listening survey

Complete data on radio and television listening and viewing in Canada is now being published by the co-operative Bureau of Broadcast Measurement, Toronto, Ont. For the first time the reports will show data on non-member stations throughout Canada on the same report with that of member stations. The area reports give the tuning habits of the audience of member stations alphabetically, and adjacent to this listing is one showing the reports on non-member stations. The report also lists out-of-home radio listening surveys made by BBM.

Formosa plans tv station

Dutch Philips is currently negotiating a contract for television equipment with the government of Formosa. According to Dutch reports, Philips is willing to invest close to $30,000 in the project. At one time, there were negotiations with Japanese manufacturers, but no definite deal emerged.

French programmers to meet

Representatives of France, Belgium, Luxembourg, Switzerland and Canada meet at Montreal, Que., June 14-21 to organize French-language radio program exchanges between the five countries. The Communaute Radiophonique des Programmes de Langue Francaise was formed in 1955 and is holding its first meeting in Canada. Annual exchanges have grown in number and last year some 2,000 radio programs were exchanged between the member nations.

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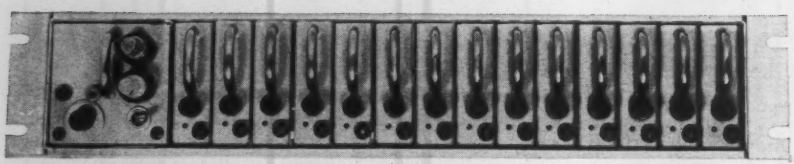

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COUNTERTHRUST *— featuring Tod Andrews — an American agent helping to expose and prevent the Communists from taking over in the Orient, will give you high, "winter-style" ratings during the summer.*

Make your move now toward better summer programming. Contact ABC Films to get the full story and background of the series that is loaded with action, suspense and intrigue.

ABC FILMS, INC. 1501 Broadway New York, New York

A new Disney character for NBC-TV

A giant promotion campaign—mapped out by the combined efforts of sponsors, network and producer—for Walt Disney's new fall entry on NBC-TV, *Wonderful World of Color,* has already been set in motion.

The program, sponsored by RCA and Eastman Kodak will debut Sept. 24 (Sun., 7:30-8:30 p.m. NYT). It will have a format similar to Disney's present tv endeavor, ABC-TV's *Walt Disney Presents.* Projected plans for the new series include 25 new hours of animated cartoons, specials, and American hero, animal and carnival stories, as well as repeats of programs shown in previous years.

Eleven different spot announcements of 20 and 60 seconds—including some in color—being prepared by NBC-TV for showing this spring, will cost "well in excess of $1 million," according to the Disney office in New York. RCA and Eastman Kodak plan to use the show for a joint promotion of color broadcasting, including use of Disney characters in point-of-sale, sales promotion and advertising. Theme of the push: "If you're not seeing it in color, you're missing half the show!"

Walt Disney's newest standard character, Ludwig Von Drake, will be introduced to the public during the promotion campaign for the new NBC-TV series "Wonderful World of Color," which debuts Sunday, Sept. 24 (7:30-8:30 p.m. NYT).

WHAS-TV inflicted with 'Derby fever'

A panoramic fever chart of the contagious excitement that affects Louisville the first Saturday in May was drawn last week by WHAS-TV that city. The station devoted over four hours to diagnosis of the symptoms of Kentucky Derby Fever and to manifestations of the epidemic.

The symptoms were explored in a prime-time documentary Thursday (May 4), 9 to 10 p.m., sponsored by Brown & Williamson tobacco company, when viewers were shown the stable area of Churchill Downs, introduced to trainers, owners, jockeys and grooms and, of course, to the Derby hopefuls themselves. Prep races for the Derby were shown.

On Derby Day—Saturday—WHAS-TV telecast from the track from 2 to 5 p.m. Color and background, the running of the sub-feature, the Debutante Stakes, were prelude to the Derby preview and the actual running of the classic which WHAS-TV originated for CBS-TV.

The big switchover

They rolled out the red carpet complete with motorcade, parties, interviews and what have you—a real welcome—as WKRC-TV Cincinnati officially became an ABC-TV primary affiliate last weekend.

There were guests galore, mostly ABC-TV executives and stars including Oliver Treyz, president, ABC-TV; James C. Hagerty, vice president, news, special events and public affairs, ABC-TV; Julius Barnathan, vice president, affiliated tv stations; Robert Coe, vice president, tv station relations; Dick Clark, *American Bandstand;* Robert Conrad, Anthony Eisley, Connie Stevens, Ponci Ponce and Grant Williams, all *Hawaiian Eye.*

Climaxing the festivities was a press dinner in WKRC-TV's penthouse.

What's next?

They never said it couldn't be done—a bed rolling contest—but it was and with great success, according to KOFE Pullman, Wash., which originated it.

Nine hand-pushed beds were to negotiate the 8.2 mile course from Washington State U., Pullman, to the U. of Idaho, Moscow, for various prizes, with 15 full and part time KOFE staffers struggling to operate, judge and broadcast the strange marathon. Sponsor of the event was Shakey's, a pizza house.

The winner, Sigma Phi Epsilon fraternity, WSU, covered the distance in 47 minutes and three seconds, despite the fact that five of their fastest runners were competing in a varsity track meet at the same time. For their efforts, they received $75 in stereo records, a free dance and a trophy.

Indiana Radio Month award

An annual Radio Month Award to be presented to the Indiana radio station doing the "best over-all, consistant Radio Month promotion" during May has been announced by the board of Indiana Broadcasters Assn. Joseph C. Amaturo, WIRE Indianapolis, is Radio Month chairman. Ingenuity and consistent effort in all phases of station operation will be the determining points in judging entries. The IBA board said it hoped the award will play an important part in maintaining and increasing the respect of the general public for the services which radio performs in their daily lives.

USO show in U.S.A.

WBZ Boston sponsored and staged a two-hour USO variety show in honor of the organization's 20th anniversary. It was the first USO show in this country since World War II, according to the station.

To secure talent, WBZ scheduled auditions for amateurs in the New England area in which 3,000 applications were received. First prize was a contract by USO Camp Show Inc. to join an overseas unit.

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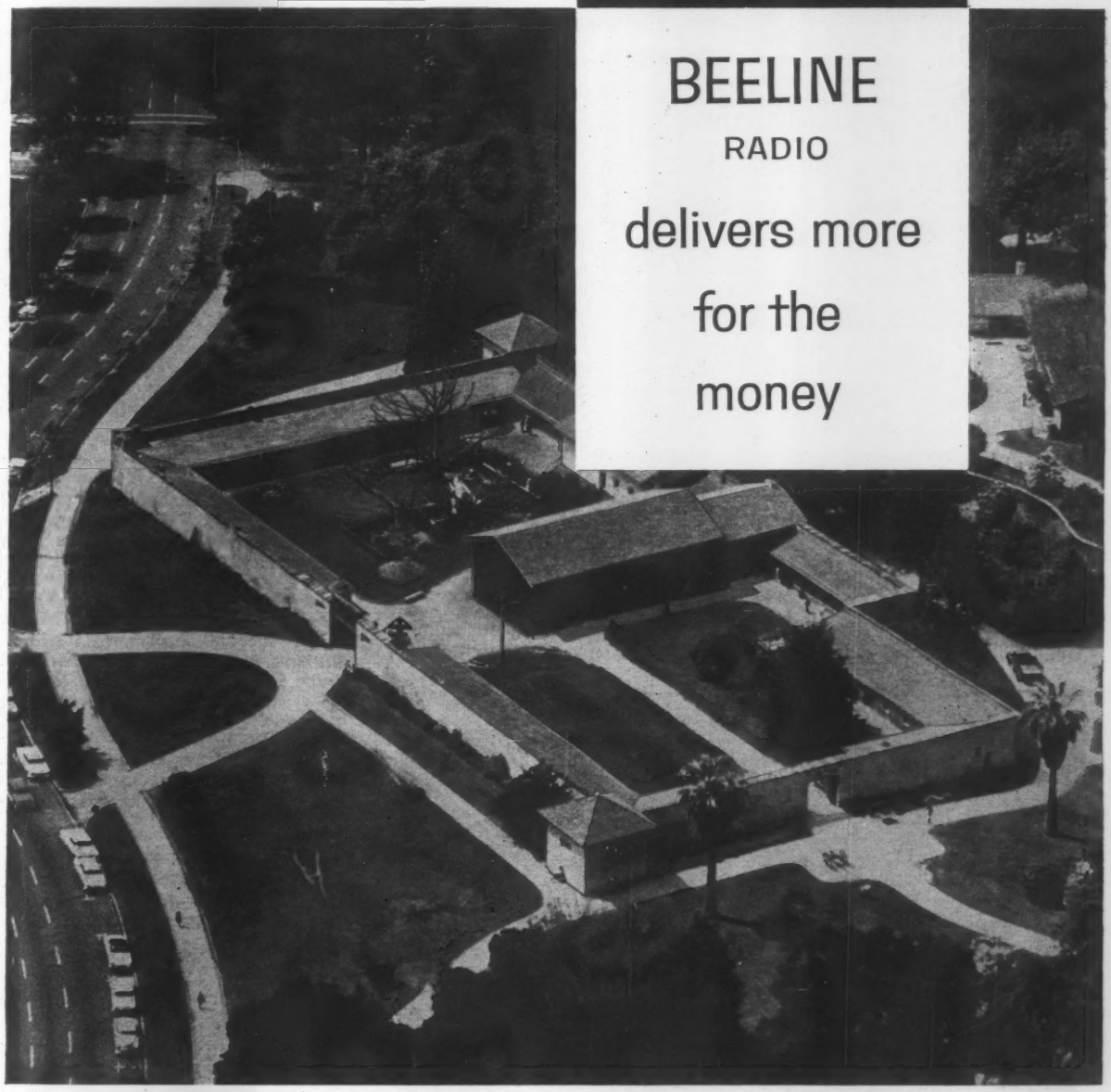

Sutter's Fort, today an historical monument, is visited annually by more than 300,000 persons

Sacramento always has been a leader in California history and development. Even in the pioneer days of Sutter's Fort it was the center of an area obviously destined for a great future. Sacramento, today, has fulfilled that early promise and is one of California's most prosperous markets. KFBK, the Beeline station in Sacramento, reaches the listeners who do the biggest share of the buying in this market.

Sacramento is one of the *five* important markets in Inland California and Western Nevada where Beeline stations reach more radio homes than any other combination of stations — *at the lowest cost per thousand.* (Nielsen, SR&D)

Better check the Beeline stations for your next campaign in this vital area.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

BROADCAST ADVERTISING

Edward W. Murtfeldt, senior vp, Benton & Bowles Inc., N. Y., appointed executive vp. Mr. Murtfeldt, who started his career as messenger in 1929, has been with B&B since 1947. He became vp in 1951, was elected to board of directors in 1957, and was named senior vp following year. He also served Lord & Thomas & Logan (now Foote, Cone & Belding), Young & Rubicam, Columbia U. Press, and General Foods.

Mr. Frey

George Frey, vp in charge of network relations for Sullivan, Stauffer, Colwell & Bayles, resigns. Mr. Frey, who joined agency in 1956 following 32 years of service with NBC as network executive, most recently as vp in charge of tv network sales, will become consultant for agency.

Kenneth E. Runyon, vp and marketing director, Gardner Adv., St. Louis, elected to agency's board of directors.

Hugh Collett, executive assistant to president of Advertising Federation of America, joins American Assn. of Advertising Agencies as staff executive.

Mr. De Huff

Tom De Huff, on tv-radio commercial production staff of Cunningham & Walsh Inc., named director of commercial production. Mr. De Huff, who joined C&W eight years ago as writer-producer and has also served in program development and as tv account executive, succeeds **William La Cava,** who has joined Morton McConnachie Productions Inc., that city.

L. Benton Paschall named associate executive of Clifford Gill Agency, Beverly Hills advertising firm. Mr. Paschall had recently resigned from general manager's post at KWIZ Santa Ana, Calif.

Kenneth L. Striker, administrative manager, McCann-Erickson, Los Angeles, resigns effective June 1. No successor will be named, with Mr. Striker's duties divided among other employes.

Philip L. Worcester, production supervisor, Fuller & Smith & Ross Inc., N. Y., joins Ted Bates & Co., that city, as tv producer.

James C. Campbell, vp and Los Angeles manager of Field Research Co., joins Marplan, marketing service arm of McCann-Erickson, in Los Angeles as director of research services.

John J. Meskil, media director of McCann-Marschalk Co., New York, appointed vp of agency. He began his career in 1947 with media and research department of Grey Adv., N. Y., and in 1951 joined media department of Fletcher Richards, that city. He was promoted to media manager at Fletcher before coming to McCann-Marschalk in 1959.

LeRoy A. Emmerich, broadcast production manager, elected vp of Geyer, Morey, Madden & Ballard Inc. Mr. Emmerich joined agency as producer in 1953 after stint as independent producer, with agency as one of his clients. Formerly, he was time program manager of WKOX Framingham, Mass. He has been broadcast production manager since 1956.

Sidney McAllister, account executive for Wade Advertising, Chicago, named account supervisor. **David S. Williams** named media director, and **Bruce Collins,** previously with Tatham-Laird, appointed executive art director.

Jack Thompson, vp in charge of radio sales for Peters Griffin Woodward, appointed head of radio and tv sales development department of The Branham Co., New York.

Roger McGovern promoted to copy supervisor at Ketchum, MacLeod & Grove Inc., Pittsburgh. He had joined firm in 1956 as copy writer.

Joan Wilke, formerly with Tatham-Laird, Chicago, joins Advertising Counselors of Arizona, Phoenix advertising agency, as creative director.

Virginia Van Cleve, formerly with Don Kemper Co. and Compton Adv., Chicago, to copy department of John W. Shaw Adv., that city.

John C. Geran and **Robert H. Widmann** join Ben Sackheim Inc., N. Y., as copywriters. Mr. Geran was formerly in promotion department of *Newsweek* magazine, while Mr. Widmann was copywriter for Montgomery Ward.

Anita Fisher, formerly of Erwin, Wasey, Ruthrauff & Ryan, N. Y., joins Papert, Koenig, Lois Inc., that city, as copywriter.

Robert L. Gilbertson joins New York staff of Harrington, Righter & Parsons, after serving seven years in firm's Chicago office.

Knorr station managers meet

Robert M. Booth Jr., president of FCC Bar Assn., and Robert K. Richards, Washington pr counsel, addressed Knorr Broadcasting Corp. managers meeting held in Dearborn, Mich., April 21 and 22. Knorr stations, all in Michigan are: WKMH Jackson; WSAM Saginaw; WELL Battle Creek; WKMF Flint; WKMH Detroit. L to r above: Robert K. Richards, Richards & Assoc., Washington; Walter Patterson, executive vp of Knorr Broadcasting Corp.; Mrs. Fred A. Knorr, president of corporation; Robert M. Booth Jr., Washington.

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FIRST Industry Demonstration

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Come and hear this NEW DIMENSION in FM broadcasting . . . the greatest new development in the industry since television!

Get the FACTS from the Zenith Engineers who conceived and developed the FCC-Approved system!

Demonstrations every two hours, 10 a.m. to 8 p.m., Sunday through Wednesday, May 7-10, during the NAB Convention.

For information phone ADams 2-7000

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1515 Rhode Island Avenue at Scott Circle
Washington, D. C.

John R. Wright and **Peter R. Scott** join tv sales staff of The Katz Agency, N. Y. Mr. Wright was formerly with Peters, Griffin, Woodward, station rep, and Mr. Scott was timebuyer at Foote, Cone & Belding, N. Y., advertising agency.

Stanley F. Nelson joins Jack T. Holmes & Assoc., Fort Worth, Tex., as copy and plans chief.

Richard Hillman, formerly of Benton & Bowles, N. Y., joins Doyle Dane Bernbach, that city, as project director in research department.

Tom Tarbox, former *Arizona Republic* columnist, joins Curran-Morton, Phoenix, Ariz., advertising agency, as pr director.

THE MEDIA

Mr. Drilling

Joseph C. Drilling, executive vp and general manager of KJEO (TV) Fresno, Calif., to WJW-TV Cleveland as managing director succeeding **Benjamin B. Wickham** who resigned (WEEK'S HEADLINERS, April 24). Mr. Drilling, presently member of NAB tv board is also member of board of ABC-TV Affiliates Assn.

MARS CONTACTS CHICAGO

WLS is beaming thrilling sounds from MARS at mid-America . . . *look out World!* Audience response is tremendous, just as it has been in all the markets which are hosts to this friendly invasion of sound from MARS . . . 50 stations join MARS in 48 days. *A rating rampage!* Profit now by contacting MARS.

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575 Hope Street,
Stamford, Connecticut

April landings on MARS: WABC, New York; WLS, Chicago; WHK, Cleveland; WXYZ, Detroit; KQV, Pittsburgh; WKWK, Wheeling; WIP, Philadelphia; WITH, Baltimore; WKBW, Buffalo; WBBF, Rochester; WPTR, Albany; WGH, Newport News; WMBR, Jacksonville; WCKR, Miami; WALT, Tampa; WLOF, Orlando; WHHM, Memphis; WKDA, Nashville; CHUM, Toronto; WSAI, Cincinnati; WISH, Indianapolis; WQXI, Atlanta; WOLF, Syracuse; KRUX, Phoenix; KIMN, Denver; WKY, Oklahoma City; WMEX, Boston; KXOK, St. Louis; KDEO, San Diego; KAFY, Bakersfield; KFXM, San Bernardino; KTKT, Tucson; How'd ja like to join THIS club?

James H. Quello appointed vp and general manager of WJR division (WJR Detroit) of The Goodwill Stations Inc.; **A. Donovan Faust** named vp and general manager of WJRT division (WJRT [TV] Flint, Mich.) and **C. Thomas Garten** appointed vp and general manager of WSAZ division (WSAZ-AM-TV Huntington, W. Va.). Title of corporation changed at annual stockholders meeting in Detroit from WJR, The Goodwill Station Inc., to The Goodwill Stations Inc.

John F. Day, who resigned as news vice president of CBS News (BROADCASTING, Feb. 6), elected executive vice president of Pacifica Foundation and general manager of Pacifica's listener-supported WBAI (FM) New York. Non-profit organization also operates KPFA (FM) San Francisco and KPFK (FM) Los Angeles.

Leslie H. Peard Jr., general manager of KFRE-AM-TV and KRFM Fresno, Calif., elected to board of directors of CBS Radio Affiliates Assn., filling unexpired term of **Jay Wright,** formerly of KSL Salt Lake City.

John McAvity, assistant in sales service department, ABC-TV, appointed eastern sales service manager.

Charles R. Bergh appointed manager, central division, NBC-TV Spot Sales. Mr. Bergh has been salesman with eastern division, tv spot sales, having started as sales service supervisor with NBC in 1950 and then being promoted to salesman year later.

Arthur J. Johnson, manager, station sales, NBC-TV, named manager of co-op and network station sales and planning.

G. Pearson Ward, vp and general manager of KTTS-TV Springfield, Mo., presented Springfieldian Award, by local Chamber of Commerce on April 24.

B. L. Munson, account executive for WISM Madison, named manager of WHSM Hayward, both Wisconsin. **Bob Fraser** and **Jack Woofford** join station as sports and program director and music and news director, respectively.

Frank R. Brown, manager of KHUM (now KINS) Eureka, named station manager of KGGK-FM Garden Grove, both California.

Harry Trenner appointed director of KHJ-AM-TV Los Angeles and KFRC San Francisco, Don Lee Division stations of RKO General. Mr. Trenner joined corporate staff in December 1960, as director of western sales development for all RKO General stations.

George Finnegan and **John H. Bone** named general managers of WTVH Peoria and WTVP (TV) Decatur, Ill., respectively. Mr. Finnegan had been general sales manager for station, while Mr. Bone was commercial manager of WVUE (TV) New Orleans. **Clyde Dutton,** sales staff member of WTVH, promoted to sales manager.

Mr. Baker

George A. Baker, director-producer for NBC-TV Washington, named station manager of new etv station, that city. Mr. Baker had more recently worked with Greater Washington Educational Television Assn. in advisory capacity in production of Time for Science telecasts.

Robert C. Crager appointed general manager of WWBZ Vineland, N. J.

Jock Bliss, operations and program manager of WLAV-AM-FM Grand Rapids, Mich., appointed to supervise operations and programming for all five Michigan stations owned by Stevens-Wismer Broadcasting Inc. (WHLS-AM-TV Port Huron; WLEW Bad Axe [66⅔%]; WLAV-AM-FM Grand Rapids). **Van Griffin,** stations' chief announcer, has been named to take over duties of Mr. Bliss.

Gordon Fuqua named manager of catv system serving Man and Logan, and Bluefield, both West Virginia. Mr. Fuqua held similar post with Bluefield TV Cable Co. before its acquisition by National Theatres & Television Inc.

Bill Giddens, general manager of WANA Anniston, Ala., named commercial manager of WDNG, that city.

Ted Milligan named production manager in charge of programming for WCET (TV) Cincinnati, replacing **Charles Vaughn** who resigned to become program associate for National Educational TV & Radio Center, New York.

Clifford Slater, columnist for *Monterey County Democrat,* joins Kennedy-Hannaford Inc., Oakland and San Francisco, as copywriter.

James E. Uglum named program director of WTCN Minneapolis-St. Paul, succeeding **Jack Huston** who will devote all of his time to administrative duties as production coordinator. **Robert J. Reardon,** former regional sales director for WTCN-TV resigns to become executive vp and director of Otto

SOMETHING NEW AT BOOTH 32... TELESCRIPT

Good Music rings up sales*

in Southern California

*46 advertisers now in their 2nd to 21st continuous year

The Music Stations for Southern California

24-hour simultaneous AM-FM at one low cost

KFAC AM-FM

PRUDENTIAL SQUARE
Los Angeles

Represented by The Bolling Co., Inc.

Bremer Co., operators of 40 banks in Montana, N. Dakota, Minnesota and Wisconsin.

Frank M. Monaghan, program director of WGBI Scranton, Pa., for past 29 years, resigns.

Betts Brauer named promotion director of WING Dayton. Miss Brauer was formerly associated with WRIT Milwaukee, as head of traffic and continuity department.

Joe Moffatt named director of public affairs of Shenandoah Life Stations Inc., operators of WSLS-AM-FM-TV Roanoke, Va. He had been news director of stations since June 1959 and previously to that had been newscaster. **C. S. Thompson Jr.,** news director of WHIS-TV Bluefield, W. Va., named to station's news staff.

Charles S. Williams, assistant advertising and sales promotion manager of WBZ Boston, named publicity director for WEEI, that city.

Edwin Moise, assistant producer for WWL-TV New Orleans, appointed public affairs director.

Tom Hooper and **Blake Kellogg** named operations managers for WKOW radio and WKOW-TV Madison, Wis., respectively.

Otto A. Goessl, advertising and promotion director for KELP-AM-TV El Paso, Tex., joins WYLD New Orleans.

Kenneth C. Miller appointed local sales manager of WFBR Baltimore. Mr. Miller has been on station's sales staff for past six years.

Robert L. Gilbertson, Harrington, Righter & Parsons, Chicago, joins that company's N. Y. sales staff.

Frederick L. Gilson, account executive for CBS Films, New York, named manager of Atlanta, Ga., office, succeeding **James Thrash,** who resigned to become manager of Television Advertising Representative's new office in Atlanta.

John A. McElfresh, account executive for CBS-TV Spot Sales in Chicago, to New York office in similar capacity.

Jerry Danford, account executive, WCBS-TV New York, named assistant general sales manager of station. At same time, **Richard Casper, Larry Gershman, John Ginway** and **Charles Warner** join outlet as account executives. Mr. Casper comes to WCBS-TV from WNTA-TV Newark-New York; Mr. Gershman was formerly of NTA, and Mr. Ginway was account executive with The Katz Agency. Mr. Warner was previously account executive for Avery-Knodel, N. Y.

Don Keck, account executive with KNBC San Francisco, to KABC-TV Los Angeles, in similar capacity.

Lue Stearns, formerly of Muzak Corp., and **Lionel Furst** of NTA, join WOR-TV New York, as account executives.

Tom Davis, former WFBM Indianapolis continuity writer, returns to station as account executive. Mr. Davis was account executive with *Columbus Dispatch,* Columbus, Ohio, in intervening period.

Charles Davis joins KABL Oakland, Calif., as account executive.

Helen Murray Hall resigns from NBC Hollywood, effective June 16. Miss Hall, who joined NBC in 1938, had been manager of advertising and promotion department for ten years.

Deborah Miller, administrative assistant to director of public affairs, WCAU-TV Philadelphia, promoted to associate producer. **Jerome P. Chamberlain,** production manager of WRVA-TV Richmond, Va., joins directing staff of station, replacing **Tony Verna,** who left to become director for CBS Sports.

Donald C. Kamin and **Jack L. Mohler** appointed account executives for Storer Television Sales Inc., newly formed tv station rep firm. Mr. Kamin had been in Chicago office of Storer Broadcasting Co. for past year, prior to which he had been with The Katz Agency. Mr. Mohler was eastern sales manager for Television Advertising Representatives for past two years.

Hal Abrams, account executive for WBBM-TV Chicago, joins CBS-TV Spot Sales, that city, in similar capacity.

John R. Mahoney, previously account executive for WRCV Philadelphia, to WCAU-TV, that city, in similar capacity.

Fritz Manes appointed account executive for KNBC San Francisco. He previously was with sales department of KFAX, that city, and prior to that was with sales staff of KAFE-FM Oakland.

William Ryan, account executive for WVOX New Rochelle, joins WINS New York, in similar capacity.

Marv Megison, chief time buyer for MacManus, John & Adams, Detroit, named account executive for KYA San Francisco.

Johnny Canton appointed program director for WNOW-AM-FM York, Pa. In addition to his new duties Mr. Canton will continue as air personality.

Warren S. Walden, news and sports director of WJAR-AM-TV Providence, R. I., promoted to pr director.

Betty Martin appointed personnel manager of KTTV (TV) Los Angeles. Mrs. Martin has been with station for four years.

Adrian Landis, production manager of special publications for North American Aviation, joins KHJ-TV Los Angeles as assistant to promotion manager.

Daniel J. Ruffo, for past year with Headley-Reed Co. and before that with Edward Petry & Co., both Chicago, to sales staff of Weed Television Corp., Chicago.

John Barnard, formerly of WFUN Huntsville, Ala., time sales staff, to WTVJ (TV) Miami sales department.

Joe Holstead, KOLE Port Arthur, Tex., elected president of United Press International Broadcasters Assn. of Texas, succeeding **Tom Ellis** of KONO, San Antonio. **Pat Endsley** of KWRD Henderson was elected vp.

Duane Bock, news director of KHQ-AM-TV Spokane, Wash., elected chairman of Inland Empire Associated Press Broadcasters Assn.

Fred Beard, WJDX Jackson, Miss., elected president of Mississippi Broadcasters Assn., succeeding **Hal McCarley,** WBLE Batesville. Others elect-

NAB CONVENTION HEADQUARTERS

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Business Brokers Specializing in Television and Radio Stations

CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775

WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif. WOodland 9-0770

OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), 391-9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

DWIGHT PRATER (seated) was born in Sylacauga, Alabama, in 1917. He holds a Ph.D. in biophysics from the University of Pennsylvania and has been a Mobil employee since 1951. An accomplished oboist, Dr. Prater manages the Haddonfield (N.J.) Symphony Orchestra.

JIM WEI was born in Macao, 30 years ago. He joined Mobil after receiving his doctorate in chemical engineering from M.I.T. in 1955. Dr. Wei is also a classical music enthusiast and plays piano for relaxation.

WHAT DOES A CHEMICAL REACTION LOOK LIKE?

A MATHEMATICAL MODEL of one is shown in this picture. The model represents a reaction that takes place in oil refineries every day.

Using an "off-beat" branch of mathematics, illustrated by this three-dimensional model, these Socony Mobil scientists have recently made an important breakthrough in the field of theoretical physics. They found a way to describe exactly what happens to petroleum molecules during refining. It formerly took hundreds of expensive laboratory experiments to get this information.

Their discovery allows Mobil to control chemical reactions with precision. As a result, we can now "freeze" refinery processes at exactly the proper stage to obtain maximum amounts of the products we want most. This means better products for Mobil customers.

These scientists have probed deeply and successfully into the foundations of petroleum reactions. The full implications of their breakthrough extend far beyond the specific problems of petroleum refining. Their work has given scientists everywhere greater insight and understanding into a fundamental process of nature.

Mobil encourages its scientists to give full play to their research interests and abilities. Dwight Prater points out that "our discovery was in a field in which neither one of us specialized at college."

Mobil scientists also are free to explore ideas which may appear to have little immediate application to the company's operations. Jim Wei notes, however, that "many of these investigations pay off handsomely later on—for the company and for us."

Dr. Prater and Dr. Wei are two of the 1,500 men and women engaged in Mobil's $25,000,000-a-year research program—in which imagination is turned into ideas, and ideas into better products and processes.

Probing the far frontiers of science pays off not only for Mobil, but for everyone who does business with Mobil—customers, employees, licensees, and investors.

Mobil

SOCONY MOBIL OIL COMPANY, INC.
150 E. 42nd Street, New York 17, N. Y.

and now there are two

EMI/US

Introduces Video Recording Tape at NAB Booth 35

Now you've got freedom of selection in television recording tape — with the introduction of consistent, flawless Emitape. Developed by EMI Ltd., Great Britain — manufacturer of the world's first public TV system (in regular service by BBC in 1936). Proven in tens of thousands of hours of actual telecasting, Emitape is now available in the U.S. exclusively through EMI/US, with immediate availability through 28 strategic locations from coast to coast.

Emitape

If you don't get to the NAB show, let us send our part of the show to you . . . complete detailed literature on EMITAPE and other EMI/US broadcast equipment.

EMI/US Department A
1750 North Vine Street, Los Angeles 28, California

Please send complete literature on Emitape and other products of the EMI/US Broadcast Division.

Name_____
Title_____
Company_____
Address_____
City_____ Zone____ State_____

ed were **Jim Reese,** WGCM Gulfport, vp; **Joe Phillips,** WSSO Starkville, secretary-treasurer; **Duncan Whiteside,** WCBH University, executive secretary.

James E. Allen, general manager of WBZ-TV Boston, elected president of United Press International Broadcasters Assn. of Mass., succeeding **Gerry Harrison** of WLLH Lowell and WMAS Springfield, both Massachusetts.

Arden Swisher, KMTV (TV) Omaha, elected president of Nebraska Broadcasters Assn., succeeding **Harry Peck,** KODY North Platte. Others elected: **Robert E. Thomas,** WJAG Norfolk, vp, and **Richard Chapin,** KFOR Lincoln, secretary-treasurer.

Ed K. Smith, general manager of WCMB Harrisburg, Pa., elected president of Pennsylvania Associated Press Broadcasters Assn. Mr. Smith, who had been group's vp for past year, succeeds **Robert R. Williams,** manager of WHLM Bloomsburg. **Warren Weiner,** WRTA Altoona, was elected vp, and **Joseph Snyder,** Philadelphia AP bureau chief, was re-elected secretary.

John Galloway appointed office manager and traffic director of WOOK Washington.

Kenneth L. Yourd, for business and legal affairs, National Educational Television & Radio Center, resigns.

John C. Lennhoff appointed pr director of Connecticut Educational Television Corp. Until his appointment he managed membership services and trade development departments of Hartford Chamber of Commerce.

William E. Dixon appointed chief engineer for Southern Illinois U.'s new etv station WSIU-TV. He previously served in similar capacity for WCHS-AM-TV Charleston, and WWVA-AM-FM Wheeling, both West Virginia.

James Burke appointed director of news and public affairs of WGR-AM-FM-TV Buffalo. He has been associated with CBS News Div., most recently as managing editor.

Jim West, WBAL Baltimore air personality, to WITH, that city, as news and sports director. **Bob Jones,** WBAL air personality, to WJZ-TV, also Baltimore. Others leaving WBAL: Announcers **R. Alan Campbell,** (to WTTG [TV] Washington), **Fred Grey** and **Charles W. Johnson. Penny Burnett** of WBAL-TV sales department, also resigned to join WMAL Washington.

Geoffrey Fisher named news editor of KYW Cleveland. Mr. Fisher was newspaper reporter, writer and columnist with now defunct *Cleveland News,* and after that free lance writer and head of own pr firm.

Paul Lazzaro, formerly with Balaban & Katz theatre chain, Chicago, and before that announcer at WCOV Montgomery, Ala., to WBBM Chicago, as director of publicity for CBS Radio. He succeeds **Henry Roepken,** who joined news staff of WBBM-TV there.

Irving D. Holczer appointed advertising manager of Bulova Watch Co. He has been consumer products sales promotion manager since 1958.

Monroe Mendelsohn, director of tv promotion, MGM-TV, N. Y., will open commercial photography studio in that city.

Bob Jones joins WJZ-TV Baltimore staff, as host of audience participation program.

Charles R. Boyles named moderator of *Night Beat,* audience participation-discussion program of WHB Kansas City. Mr. Boyles who spent past four years with WKY Oklahoma City, replaces **Allen Shaw,** acting moderator, who resumes duties as news director.

Earl W. Clayton Jr., named automotive editor of KPHO Phoenix, Ariz.

Bruce Roberts, with program staff of WBBM-TV Chicago since 1951, named sports director.

Lester Keiter, former sports director, WMGM New York, joins WINS, that city, in similar capacity.

Frank Filesi joins WFAA Dallas as sports announcer and special events reporter. He previously was news director for KJIM Fort Worth.

John A. Parker, former Detroit and Houston free lance sports announcer, joins KOGO-AM-TV San Diego sports department.

Larry Krebs, Washington news photographer, joins WMAL-TV news and public affairs department. Mr. Krebs has been covering special assignments for station on free lance basis for past four years while operating own commercial studio.

Bill Jorgensen joins news staff of KYW-TV Cleveland. He previously was news director for WERE, that city.

Ted Bell named newscaster for KAYO Seattle, replacing **Bill Schonely,** who has been transferred to sales staff.

Forrest Boyd, previously news reporter for WLWI (TV) Indianapolis, to news staff of WIRE, that city.

Turnley Walker joins KCOP (TV) Los Angeles news staff.

Daniel Hackel joins news staff of WEWS (TV) Cleveland.

Richard D. Goddard named staff meteorologist for KYW-TV Cleveland.

the EMI/US cameras at NAB and you'll see...

the 201 Vidicon for broadcast use operate without a cameraman! **the 203 4½" Image Orthicon** (with exclusive 5 position turret) produce noise-free pictures under lowest-key lighting conditions! **the 204 Color Vidicon** produce life-like color pictures under normal studio-lighting conditions!

TV cameras by EMI, Ltd., Great Britain — developers of the world's first public TV system, in regular service by the BBC in 1936! Now marketed in the U.S. exclusively by EMI/US, with immediate sales and technical service from coast to coast. A complete line of superb broadcast equipment including Emitape for video recording.

See EMI/US at NAB Booth 35A...or write for complete details.

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1750 North Vine Street, Los Angeles 28, California

Please send complete literature on the following:

☐ 201 Vidicon Camera
☐ 203 4½" Image Orthicon Camera
☐ 204 Color Vidicon Camera
☐ Emitape for Video Recording

Name _____
Title _____
Company _____
Address _____
City _____ Zone ____ State _____

Jimmy Lundsford joins WSM-TV Nashville, Tenn., as news photographer-reporter.

Hal Moore rejoins WRCV Philadelphia as air personality. Mr. Moore, who was program director for WCBS New York, replaces **Tom Reddy,** who resigned to operate station in Michigan.

Jud Collins, WSM-TV Nashville newscaster, appointed to newly created post of supervisor of announcers. Mr. Collins will continue his announcing duties in conjunction with his new assignment.

Paul Sidney named announcer and air personality for WLIS Old Saybrook, Conn.

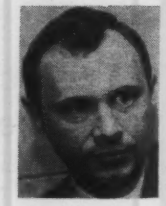
Jack Armstrong, Bob Montgomery and **Mark Roberts** join WCRO Johnstown, Pa., as air personalities.

Lee Davis, formerly with WHYE Roanoke, Va., and **"Chip" Allen** of KDEO El Cajon, Calif., joins WAMS Wilmington, Del., as air personalities.

Ken Tanner, announcer-air personality with WHYE Roanoke to WRNL Richmond, both Va., in similar capacity.

Kirby Scott, formerly air personality with WKVA Lewiston and WHGB Harrisburg, to WARM Scranton, all Pennsylvania, in similar capacity.

PROGRAMMING



Mr. Culverhouse

Keith A. Culverhouse, former assistant director of operations, advertising and sales promotion, CBS-TV, joins MGM-TV, N. Y., as director of sales promotion. Before his association with CBS-TV Mr. Culverhouse was director of sales development and later director of sales promotion and presentations for Television Bureau Of Advertising.

N. L. Rogers, for past nineteen years with Frederic W. Ziv Co. and Ziv-UA as sales manager, named vp in charge of Telemat technical film division (film advertising and animated cartoon production firm) Los Angeles. **Walter O. Miller,** field sales manager in special projects division of Ziv-UA, joins as vp in charge of eastern sales department. **Coleman Scott,** formerly with ITC and Frederic W. Ziv, joins as sales manager for central division, and **Niles Lish** named account executive for western area.

John M. Lisha, vp-economist of National Theatres, division of National Theatres & Television, has resigned to return to private practice as economist and financial consultant.

Lou Falkoff and **Aaron Ray** appointed operations manager and administrative assistant to corporate officers of Bonded Tv Film Service, division of Novo Industrial Corp., New York, providing tv film service to advertising agencies and film distributors. **Ben Rachlis** appointed midwest sales manager. Before joining company he was with *Television Age* and prior to that, was associated with NBC.

Morris Weinstein, sales manager, United Artists Corp., Detroit, appointed Detroit branch manager.

George Lemaire named executive assistant to Robert Weitman, vp in charge of production at MGM-TV. Mr. Lemaire has been with MGM for three years.

Barbara Wilkens, formerly of WNTA-TV New York, joins Trans-Lux Corp., that city, as director of publicity and sales promotion.

Rudy Petersdorf, formerly of Desilu Inc., joins National Telefilm Assoc., Beverly Hills, Calif., as director of business administration for that office.

Jack Graham, who at one time served Kenyon & Eckhardt, N. Y., joins Bill Sturm Studios Inc., that city, as account executive.

William O. Humphreys, formerly of Warner Bros., N. Y., joins Seven Arts Associated, Chicago, as account executive.

David Karp, novelist and tv writer, signed to author opening two episodes of *Cain's Hundred* series for MGM-TV.

EQUIPMENT & ENGINEERING

Leslie H. Warner, director, General Telephone & Electronics Corp., N. Y., elected president, succeeding **Don G. Mitchell,** elected board vice chairman.

James J. Clerkin Jr., executive vp, Comptometer Corp., N. Y., joins General Telephone & Electronics International, that city, as president, effective June 1.

R. Paul Comstock Jr., formerly of Textron Electronics, named to newly created post of vp, director of marketing of ITA Inc., Lansdowne, Pa.

Sidney Harman, president of Harman-Kardon, New York manufacturer of high fidelity instruments and components for data processing, appointed executive vp of Jerrold Electronics Corp., Philadelphia, as result of merger of companies.

Reginald A. Young, manager of Sylvania Electric Products Inc., receiving tube plant in Mill Hall, Pa., appointed manager of subminiature receiving tube plant in Burlington, Iowa, succeeding **Eugene E. Broker,** who was named general manufacturing manager of company's parts division.

L. Donald Cole and **E. Gordon Burlingham** promoted to manager of marketing services and manager of distribution services of CBS Electronics, respectively. Mr. Cole was formerly sales service manager and Mr. Burlingham was manager of warehouse administration.

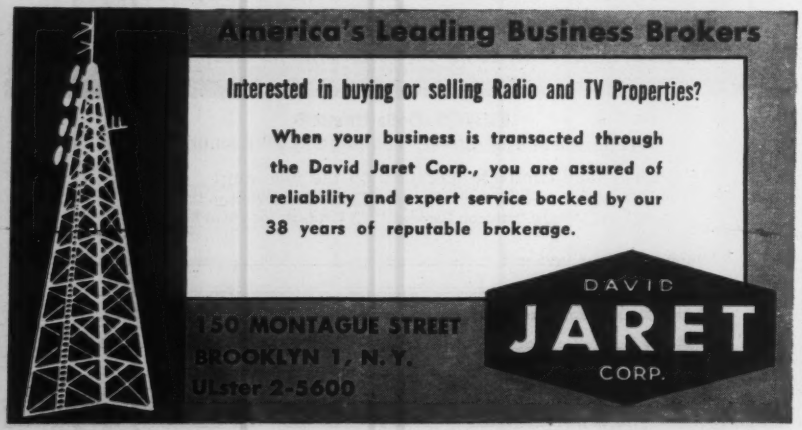
Tucker P. Madawick appointed manager of industrial design, home instruments, RCA sales corporation, Indianapolis. Mr. Madawick, who also heads advanced design and styling center, had previously served as manager of industrial design, tv products.

Martin S. Albert appointed district sales engineer, semiconductors, for Long Island and New York City areas, for CBS Electronics.

Alvin Barshop, sales manager, Granco Div., Du Mont Emerson Corp., Jersey City, N. J., named sales manager of newly-acquired Telectro Div. He will administer both divisions.

Robert S. Putnam joins Pacific Semiconductors, Inc., subsidiary of Thompson Ramo Woolridge Inc., as manager of industrial relations. Mr. Putnam succeeds **Joseph C. Ross,** recently appointed division manager, Micro-Electronics.

Sam Mumford, research analyst for


America's Leading Business Brokers
Interested in buying or selling Radio and TV Properties?
When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by our 38 years of reputable brokerage.
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ASCAP

. . . the Seal of Public Approval

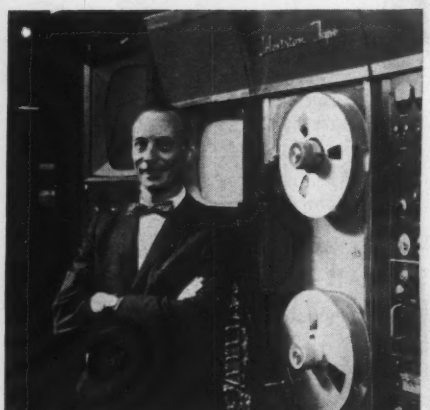
The Seal of the American Society of Composers, Authors and Publishers on music is a *mark of distinction.* It may only be used by members of ASCAP. It is the hallmark of the skilled professional whose talents create the top tunes of television, radio and records, the song hits of Broadway and Hollywood and the finest in the fields of classical and religious music. It is the seal of public approval.

By means of a single ASCAP license the entire repertory of America's foremost creative talent is made available to the users of music.

The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, N. Y.

SERVICE PAR EXCELLENCE. Unparalleled tape editing service is furnished by Reeves' eight RCA TV Tape Recorders for clients who give them their toughest jobs. It means the finest electronic editing from a variety of sources—tape, slides, films. The producer has at his command every technical convenience possible. He can count on top quality . . . the economy of single-camera, scene-by-scene shooting . . . plus flexibility and simplicity in electronic mixing.

You, too, can get the superb pictures that will produce repeat business from your clients, plus the technical excellence that will make the tough jobs less arduous. Call the RCA Representative—with confidence, for the best in matched equipment and service. Or write to RCA, Broadcast and Television Equipment, Dept. UB-22, Building 15-5, Camden, N. J.



BUSINESS BUILDER. Reeves reports they have built their business through the superiority of results they get with RCA TV Tape Equipment. Key to this is the RCA "Pix-Lock." Using this new equipment they can assure roll-free pictures in switching and provide commercially perfect fades, dissolves and a full range of special effects. In addition "Pix-Lock" improves original picture quality of tapes they receive for editing. These amazing electronic facilities allow them to turn out the most salable tapes with the greatest production facility and technical perfection.

"We get the tough jobs because we have RCA TV Tape!"

...says Bob Byloff, Reeves Studios, New York

"We're often called upon to edit a production that picks up film clips and tapes from several sources, combining them with tape, film and live pickup. The technical excellence of RCA TV Tape Equipment gives us an edge on the really complicated assignments. We find our RCA TV Tape facilities give us the ability to actually improve on the quality of tapes, regardless of origin. With RCA TV Tape, no job is too tough to tackle!"

More and more producers and stations are now using RCA TV Tape Systems. They get superior results from a completely matched line of equipment. The system includes TV Tape Recorders, Studio Cameras, Film Cameras, Projectors, Monitors, Switching and Special Effects . . . matched both electrically and mechanically to work together. RCA makes it feasible to get everything from a single reliable source . . . equipment that is built and operated according to proved broadcast procedures . . . backed up by top engineering counsel and service everywhere.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

North American Aviation, named technical service engineer for west coast area of Prodelin Inc., Kearny, N. J., designers and manufacturers of antennas and transmission line systems.

George A. Wilde, senior sales engineer for CBS in eastern U. S., joins Eitel-McCullough, in similar capacity. Mr. Wilde has been assigned to New York sales office.

INTERNATIONAL

Fred W. Arenburg, program manager of CHNS Halifax, N. S., to station general manager, succeeding **Gerry Redmond,** who has resigned. Mr. Redmond started with CHNS about 1930, became manager in 1945, general manager in 1952. Mr. Arenburg started with CKBW Bridgewater, N. S., joined CHNS in 1954, became program manager in 1959.

Karl H. Kruger, sales manager, Unilad Artists Corp., Frankfort, Germany, named general manager, for that country.

Martha Holmes, formerly of Stowe & Bowden, Manchester, England, joins Kenyon & Eckhardt, Toronto, as copywriter.

ALLIED FIELDS

Paul M. Segal announced last week that **Robert J. Jacobi** has become associated with his Washington law firm specializing in communications practice. Mr. Jacobi, graduate of Washington & Lee U., joined FCC Office of Opinions and Review in November 1958 and since April 1960 has been attorney in hearing division of Broadcast Bureau.

Robert A. Marmet and **Edwin R. Schneider Jr.,** formerly of Segal & Marmet, have announced formation of partnership to continue practice of law. Offices will be at 1820 Jefferson Place, N. W., Washington. Telephone Federal 8-3464.

Mr. Marmet

DEATHS

David Jaret, 71, founder and president of station brokerage firm bearing his name, died April 29 at his home in Brooklyn, N. Y., after illness of six months.

Charles H. Tracy, 55, cameraman for WBBM-TV Chicago since 1950, died April 26 following heart attack.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: April 27 through May 3. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

Redding, Calif.—Redding-Chico Television Inc. vhf ch. 9 (186-192 mc); ERP 116 kw visual, 58 kw aur.; ant. height above average terrain 3,606 ft., above ground 191.5 ft. Estimated construction cost $333,851, first year operating cost $260,000, revenue $260,000. P.O. address P. O. Box 960. Studio location Redding, Calif. Trans. location Shasta Bally Mountain, 14 miles west of Redding. Geographic coordinates 40° 36′ 04″ N. Lat., 122° 39′ 02″ W. Long. Trans. GE TT32B, ant. GE TY-53-A. Legal counsel Dempsey & Koplovitz, Washington, D. C. Consulting engineer Ronald H. Culver, Washington, D. C. Principals include **Robert C. Burris** (20%), **John A. Spann** (5%), **Redwood Bcstg. Co.** (20%), **Frank M. Crawford** (10%), **Richard C. D. Bell** (10%), **G. Edward Goodwin** (12.5%), **William B. Smullin** (12.5%). Mr. Burris was vp and manager, KEYT (TV) Santa Barbara, Calif.; Mr. Spann is attorney; Mr. Crawford is partner in lumber company; Mr. Goodwin is in motel and restaurant business; Mr. Smullin is in trucking and has interest in Redwood Bcstg.; Mr. Bell is president and part owner of KEYT. Redwood is licensee of KIEM-AM-TV, KRED-FM Eureka, Calif. and has part interest in other stations. Ann. May 2.

Existing tv stations

ACTIONS BY FCC

KSBY-TV ch. 6 San Luis Obispo, Calif.—Granted application to increase vis. ERP from 15.5 kw to 100 kw, change type trans., ant. and equipment, and increase ant. height from 1,260 ft. to 1,570 ft. Action May 3.

■ By memorandum opinion and order, commission modified cp of Connecticut State Board of Education to specify trans. location of station WEDH (ch. *24) Hartford, Conn., at exact ant. location of tv station WHCT (ch. 18) at Deercliff Road, 3.85 miles southeast of Avon Village. Board did not request a hearing on show cause order and acquiesced to proposed mod. of its cp to specify location selected by commission since it meets all rule requirements and could be used by both stations. However, in event board should later determine that proposed site is not suitable or available for its purpose, it may then file appropriate application for mod. Commissioner Craven not participating. Action May 3.

CALL LETTERS ASSIGNED

KTAR-TV Phoenix, Ariz.—KTAR Bcstg. Co., changed from KVAR (TV).

WCCB (TV) Augusta, Me.—Pine Tree Telecasting Corp., changed from WPTT (TV).

New am stations

ACTION BY FCC

Carrington, N. D. — Central Bcstg. Co. Granted 1600 kc, 500 w D. P.O. address 590 Fourth Ave., S., Carrington. Estimated construction cost $28,816, first year operating cost $50,000, revenue $60,000. Equal one-third owners are **F. W. Carr,** appliance retailer; **Judson D. Tracy,** restauranteur; and **Claire Ihringer,** motel operator. Action May 3.

APPLICATIONS

Alisal, Calif.—KRKC Inc. 1570 kc, 250 w-D. P.O. address Box 1167, King City, Calif. Estimated construction cost $19,872, first year operating cost $36,000, revenue $42,000. Sole owner **Robert T. McVay** is president and owner of KRKC King City, Calif. and 50% owner of KGEN Tulare, Calif. Ann. May 2.

Baraboo, Wis.—Baraboo Bcstg. Corp. 740 kc, 250 w-D. P.O. address 2424 Mt. Vernon Road, Cedar Rapids, Iowa. Estimated construction cost $24,717, first year operating cost $30,000, revenue $36,000. Principals include **George N. Schulte** (32%), **Samuel Miller** (28%), **George A. Martiny** (10%) and others. Rev. Schulte is faculty member of Loras College, Dubuque, Iowa. Mr. Miller is Washington attorney. Mr. Martiny is in insurance and real estate. Ann. May 2.

Existing am stations

APPLICATIONS

KRKC King City, Calif.—Cp to change frequency from 1570 kc to 1490 kc, change hours of operation from D to unl. using power of 250 w, 1 kw-LS and install new trans. Ann. May 2.

KWIP Merced, Calif.—Cp to increase power from 500 w to 1 kw and install new trans. (1580 kc). Ann. April 28.

KDZA Pueblo, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. May 2.

WONN Lakeland, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. April 28.

WTHR Panama City Beach, Fla.—Cp to change ant.-trans. and studio location and change station location from Panama City Beach, Fla. to Panama City, Fla. (1480 kc). Ann. April 28.

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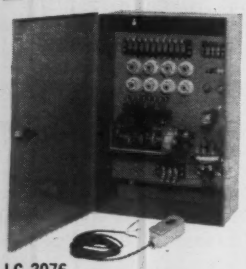

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KANE New Iberia, La.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. April 28.

WWPA Williamsport, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. April 28.

KSOX Raymondville, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. May 2.

WEER Warrenton, Va.—Cp to change frequency from 1490 kc to 1250 kc, increase power from 250 w to 1 kw, install new trans. and make changes in ant. (increase height). Ann. May 2.

KWOR Worland, Wyo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. April 28.

CALL LETTERS ASSIGNED

KAIR Tucson, Ariz.—KAIR Bcstg. Inc., changed back from KEGB.
WKMK Blountstown, Fla.—James B. Childress
WZRH Zephyrhills, Fla.—Zephyr Bcstg. Corp.
WPFE Eastman, Ga.—Farnell O'Quinn.
WMEW Baltimore, Md.—Radio Americana Inc.
KTCR Minneapolis, Minn. — Hennepin Bcstg. Associates.
WPYB Benson, N. C.—George G. Beasley.
WJRM Troy, N. C.—Montgomery County Bcstg. Co.
WORG Orangeburg, S. C.—Radio Orangeburg Inc., changed from WBPD.
KNWC Sioux Falls, S. D.—Northwestern College, changed from KIHO.
WHHV Hillsville, Va.—Carroll Bcstg. Co.
KVOW Riverton, Wyo.—Riverton Bcstg. Co. Inc., changed from KWRL.

New fm stations

ACTIONS BY FCC

Franklin, Ind.—Howell B. Phillips. Granted 95.9 mc, 790 w uni. Ant. height above average terrain 115 ft. P.O. address 317 Gilbert St., North Vernon, Ind. Estimated construction cost $7,950, first year operating cost $18,000, revenue $30,000. Mr. Phillips is work unit conservationist. Action May 3.

Norwich, N. Y. — Radio Norwich Inc. Granted 93.9 mc, 3.2 kw. Ant. height above average terrain 250 ft. P.O. address 14 S. Broad St. Estimated construction cost $12,561. Fm application will duplicate WCHN Norwich, N. Y. Action May 3.

Mt. Pleasant, Tex.—Mt. Pleasant Bcstg. Co. Granted 96.1 mc, 3.1 kw. Ant. height above average terrain 195 ft. P.O. address Box 990. Action May 3.

APPLICATIONS

Cedar Rapids, Iowa—Don-Lo Bcstg. Co. Inc. 98.1 mc, 4.19 kw. Ant. height above average terrain 242 ft. P.O. address 1010 North Ave., Sheboygan, Wis. Estimated construction cost $12,340, first year operating cost $5,000, revenue $5,000. Principals include **John D. Harvey** (38%), **W. R. McClenahan** (30%), **David D. Daly, Clifford R. Schneider** and **Gunner B. Johnson** (10% each). Mr. Harvey was vp of WOSH Oshkosh, Wis., until Sept. 1960. Mr. McClenahan was general manager, KWEB Rochester, Minn., until Dec. 1960. Drs. Daly and Schneider are surgeons. Mr. Johnson is in floor-covering business. Company has applied to buy cp of KHAK Cedar Rapids. Ann. April 28.

Flint, Mich.—Valley Broadcasting Co. 107.9 mc, 29.6 kw. Ant. height above average terrain 160 ft. P.O. address 740 South Saginaw St. Estimated construction cost $14,804.65, first year operating cost $20,000, revenue $35,000. Principals are **Clarence E. Rhodes, Philip R. Munson, John P. McGoff** (33⅓% each). Mr. Rhodes is 25% owner and station manager, WAMM Flint; he owns ⅓ of golf range. Mr. Munson is 25% owner and general manager of WAMM; he owns ⅓ of record shop. Mr. McGoff is president and minority stockholder, WSWM-FM East Lansing and WDCQ-FM Midland, both Michigan. Ann. April 28.

Minneapolis, Minn.—Charles B. Pearsons & Assoc. 102.5 mc, 3.75 kw. Ant. height above average terrain 76 ft. P.O. address 3702 East Lake St. Estimated construction cost $13,602, first year operating cost $16,400, revenue $16,500. Sole owner **Charles B. Pearsons** is broadcast consulting engineer. Ann. April 28.

Leesburg, Va.—WAGE Inc. 97.5 mc, 3.72 kw. Ant. height above average terrain 1,090 ft. P.O. address Spring Hill Farm, Hamilton, Va. Estimated construction cost $14,055, first year operating cost $20,000, revenue $25,000. **William T. Stubblefield,** sole owner, owns WAGE Leesburg. Ann. April 28.

Existing fm stations

ACTIONS BY FCC

■ Following fm stations were granted SSA to engage in multiplex operations: WKUL-FM Cullman, Ala., and WARF-FM Jasper, Ala., and granted application of KXQR Fresno, Calif. to add additional subcarrier frequency of 67 kilocycles, continuing to provide background music service; conditions. Action May 3.

CALL LETTERS ASSIGNED

KPPC-FM Pasadena, Calif. — Pasadena Presbyterian Church.
KRKS-FM Ridgecrest, Calif.—Ridgecrest Bcstg. Co.
KFMZ (FM) Stockton, Calif.—KWG Bcstg. Co., changed from KWG-FM.
WBLK-FM DeKalb, Ill.—DeKalb Radio Studios Inc.
WHGR-FM Houghton Lake, Mich.—Sparks Bcstg. Co.
WADY (FM) Buffalo, N. Y.—Adver-Cast Inc.
WEOK-FM Poughkeepsie, N. Y.—Hudson Valley Bcstg. Corp.
WHIZ-FM Zanesville, Ohio—Southeastern Ohio Bcstg. System Inc.
KWFS-FM Eugene, Oreg. — Willamette Family Stations Inc.
WEZN-FM Elizabethtown, Pa.—Colonial Bcstg. Co.
WCLE-FM Cleveland, Tenn.—Southeastern Enterprises Inc.
KVIL-FM Highland Park-Dallas, Tex.—University Adv. Co.
KLVL-FM Pasadena, Tex.—Felix H. Morales.

Ownership changes

ACTIONS BY FCC

WKLF Clanton, Ala.—Granted (1) renewal of licenses and (2) transfer of control from **J. K., John S.** and **Evan W. Robinson** to **J. B. Lawrence, J. T. O'Neal** and **James Harold Dennis**; consideration $61,200. Action May 3.

WGTA Summerville, Ga.—Granted (1) renewal of license and (2) assignment of license and cp to **Tri-State Bcstg. Co.** (William B. Farrar). Tri-State was licensee prior to Oct. 17, 1960 and was owned equally by Mr. Farrar and E. C. Pesterfield; consideration $60,500 by Mr. Farrar for 100% of stock sold at public auction March 14; Mr. Pesterfield will be paid $30,250 for his interest. Chmn. Minow not participating. Action May 3.

WASK LaFayette, Ind.—Granted acquisition of positive control by **Henry Rosenthal** through purchase of additional stock from **D & B Equipment Corp.** and **Alvin H. Huth**; consideration $40,500. Action May 3.

KIOA Des Moines, Iowa—Granted assignment of licenses to **Star Bcstg. Inc.** (George A. Bolas, president); consideration $600,000. Action May 3.

KTOO Henderson, Nev.—Granted assignment of license to **KTOO Bcstg. Inc.** (Alex M. Victor, president, director and general manager but owns no stock, owns KSEA San Diego, Calif.); consideration $110,000, Mr. Victor will lend licensee $15,000 and will receive 50% voting stock without additional consideration at such time as present stockholders have been repaid amount they have invested for capital stock of assignee. Action May 3.

WUTV (TV) Charlotte, N. C.—Granted relinquishment of positive control by **Hugh A. Deadwyler, Frank P. Larson Jr.** and **C. J. Hawes** through sale of stock to **R. E. Redding, D. L. Phillips, Franklin Brown** and **L. W. Coppala**; consideration $34,000. Station has been off air since March 1955 but has obtained permission to rebroadcast programs of educational station WUNC (TV) Chapel Hill, Action May 3.

WARC Milton, Pa.—Granted assignment of cp to **WMLP Inc.** (WMLP Milton); consideration $7,250; conditioned that license for WMLP be surrendered to commission for cancellation simultaneously with commencement of operation by WARC. John S. Booth, assignee president and 99.5% owner, has interests in WCHA-AM-FM Chambersburg, and WBRX Berwick, both Pa., and WAQE Towson, and WAQE-FM Baltimore, Md. Ann. May 3.

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WMYB Myrtle Beach, S. C.—Granted assignment of licenses to **Golden Strand Bcstg. Co.** (Ralph C. Price, James G. W. MacLamroc and Hugh E. Holder own WKIX-AM-FM, Raleigh, N. C.); consideration $150,000. Action May 3.

KINT El Paso, Tex.—Granted relinquishment of positive control by **Odis L. Echols Jr.**, through sale of 280 shares of stock to **G. E. Miller and Co** (KBUY Amarillo, and KOKE Austin); consideration $6,500. Action May 3.

KTUE Tulia, Tex. — Granted transfer of control from **Marshall** and **Clint Formby** and **Graddy Tunnell** to **W. A. Amburn, George J. Jennings Jr.**, and **Sidney G. Hooper**; consideration $65,000. Action May 3.

APPLICATIONS

KMER (FM) Fresno, Calif.—Seeks assignment of cp from **Edward W. Stokes Sr.** to **William Wentworth Auxier, John Paul Breznik, Robert E. Stofan** and **Robert W. Dobbins** for 10% of proposed station or $1,000. Mr. Dobbins is getting 15%, others 25%. Mr. Auxier is general manager, KSFM (FM) Sacramento; Mr. Breznik is station manager of KSFM; Mr. Stofan is president and chief engineer, KSFM. Mr. Dobbins is tv engineer. Ann. May 2.

WDCL Tarpon Springs, Fla.—Seeks assignment of license from **Clearwater Bcstg. Corp.** to **Consolidated Communities Corp.** for $250,000. Buyer owns WMBM Miami, Fla. Ann. May 2.

KOHO Honolulu, Hawaii—Seeks sale of 2,094 shares (of 3,183 outstanding) in **Cosmopolitan Bcstg. Corp.** to **The Hawaii Times Ltd.** Sellers are **Shinichiro Nishikata** (1,094 shares) and **Isao Murakami** (1,000 shares). Price $18,846 ($9 per share). Ann. April 25.

WKOP-AM-FM Binghamton, N. Y.—Seeks sale of 1,530 shares of stock in **The Binghamton Bcstrs. Inc.** from **Frank H. Altdoerffer** (39%), **Daniel Helms, Mary Helms, Gary Fleming, Louise Fleming, George Richards, Barbara Richards, Richard M. Hunter** and **Marth Hunter** (3% each) to **Andrew Jarema** (now holds 45%). Mr. Jarema, station manager will hold 91% after sale. Price for 1,530 shares: $200,000. Sale is contingent on FCC grant of permission to Mr. Altdoerffer to give stock to other sellers (his four daughters and four sons-in-law). Ann. May 1.

WNOS-AM-FM High Point, N. C.—Seeks sale of all stock in **Doss Bcstg. of North Carolina Inc.**, from **Charles E. Doss** (75%) and **J. W. McClain** (25%) to **William D. Benton, Archie Laney, Frank Funderburk**, and **Robert I. Smith** (25% each) for $122,500 less outstanding amount of notes payable. Mr. Benton is secretary and treasurer; Messrs. Laney and Smith, vice presidents, and Mr. Funderburk, president of WMAP Monroe, N. C. Ann. May 2.

KXMB-TV Bismarck, N. D.—Seeks assignment of license from **North Dakota Bcstg. Co. Inc.** to **WXMB-TV Inc.** Latter company is subsidiary of former with same ownership. No financial consideration involved. Ann. April 28.

Hearing cases

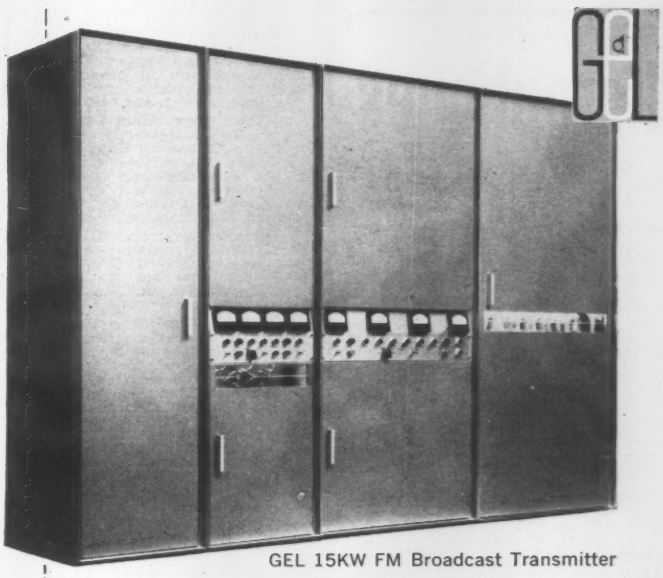
FINAL DECISIONS

■ By decision, commission granted application of Tri-Cities Bcstg. Co. for new am station to operate on 920 kc, 500 w, D, DA, in Granite City, Ill., and denied applications of Madison County Bcstrs. and East Side Bcstg. Co. for same facilities. Chrm. Minow not participating; Comr. Craven dissented. March 21, 1960 initial decision looked toward this action. Action May 3.

■ By memorandum opinion and order, commission denied petition by the Dodge City Bcstg. Inc., for reconsideration of Oct. 14, 1960 decision which denied its application for new am station to operate on 600 kc, 500 w, U, DA-2, in Liberal, Kan. Chmn. Minow not participating. Action May 3.

INITIAL DECISIONS

■ Hearing examiner Charles J. Frederick issued initial decision looking toward (1) granting applications for increased daytime power from 250 w to 1 kw, continued nighttime operation with 250 w to Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., Keystone Bcstg. Corp. (WKBO) Harrisburg, Pa., and Maryland Bcstg. Co. (WITH) Baltimore, Md., on 1230 kc, and Hagerstown Bcstg. Co. (WJEJ) Hagerstown, Md., on 1240 kc, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw, and WKBO with added engineering conditions; (2) granting WKBO requested waiver of sect. 3.188 (d) of rules; and (3) favoring applica-



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tion of Lamar A. Newcomb for increased power of station WFAX Falls Church, Va., from 1 kw to 5 kw, on 1220 kc, D, but holding application in hearing status without final action until entry into force of U.S.-Mexican Agreement, 1957. Action May 2.

■ Hearing examiner Forest L. McClenning issued initial decision looking toward granting application of Newport Bcstg. Co. for new am station to operate on 730 kc, 250 w, D, with engineering condition, in West Memphis, Ark., and denying similar application of Crittenden County Bcstg. Co. Action May 2.

■ Hearing examiner Millard F. French issued initial decision looking toward granting application of Greene County Bcstg. Inc., for new am station to operate on 1450 kc, 250 w, unl., in Greeneville, Tenn. Ann. May 3.

■ Hearing examiner Thomas H. Donahue issued initial decision looking toward denying applications of The Bible Institute of Los Angeles Inc., to increase ERP of KBBI (FM) Los Angeles, Calif., on 107.5 mc from 19.5 kw to 33.95 kw, ant. height from 175 ft. to 2,783.6 ft., and change trans. location, and Benjamin C. Brown for a new class B fm station to operate on 107.7 mc, ERP 5.4 kw and ant. height 47 ft., in Oceanside, Calif. Ann. May 3.

■ Hearing examiner H. Gifford Irion issued initial decision looking toward granting applications of WDSR Bcstg. Inc. (WDSR) Lake City, Fla., and Daytona Beach Bcstg. Corp. (WROD) Daytona Beach, to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc with 250 w-N, each conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw, and Duane F. McConnell for new station to operate on 1340 kc, 250 w, U, in Clermont, Fla. Ann. May 3.

■ Hearing examiner Annie Neal Huntting issued initial decision looking toward granting application of Newton Bcstg. Co. for new am station to operate on 1550 kc, 10 kw, D, in Newton, Mass., and denying application of Transcript Press Inc., for new station on same frequency with 5 kw, D, in Dedham, Mass. Action May 3.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting applications of Booth Bcstg. Co. (WIBM) Jackson, Mich., Stevens-Wismer Bcstg. Co. (WHLS) Port Huron, Mich., Midwestern Bcstg. Co. (WATZ) Alpena, Mich., WPAR Inc. (WPAR) Parkersburg, W. Va., Dover Bcstg. Co. Inc. (WJER) Dover, Ohio, and Cleveland Bcstg. Inc. (WLEC) Sandusky, Ohio, to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc with 250 w-N, each conditioned to accepting such interference as may be imposed by other class IV stations in event they are subsequently authorized to increase power to 1 kw, and Chief Pontiac Bcstg. Co. (WPON) Pontiac, Mich., to increase daytime power from 500 w to 1 kw, continued operation on 1460 kc, 1 kw-N, DA-N. Action May 3.

OTHER ACTIONS

■ By order, commission dismissed as moot petition by Gerity Bcstg. Co. to sever from consolidated hearing and to grant without hearing its application to increase daytime power of station WABJ Adrian, Mich., on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w. Initial decision in this proceeding was issued April 19. Action May 3.

■ By memorandum opinion and order, commission took following actions on pleadings by Palmetto Bcstg. Co. in proceeding on its applications for renewal of license of station WDKD Kingstree, S. C., and license to cover cp (1) granted motion for production of information to extent of directing Broadcast Bureau to make available to WDKD for reproduction all tape recordings of program material broadcast by it in bureau's possession; (2) granted motion to clarify or for bill of particulars to extent of amending hearing issue to determine whether licensee maintained adequate control or supervision of programming material bcst. over its station during period of its most recent license renewal; (3) granted petition for enlargement of issues to extent of determining manner in which programming bcst. during period of most recent license renewal has met needs of areas and populations served by station; (4) denied petition for review of chief hearing examiner's denial to move hearing from Kingstree to Washington, D. C.; and (5) denied petition to stay proceeding. Action May 3.

■ By memorandum opinion and order, commission denied petition by Seven Locks Bcstg. Co. Potomac-Cabin John, Md., for enlargement of issues as to availability of trans. site proposed by Tenth District Bcstg. Co. McLean, Va., in proceeding on their applications for new am stations. Comr. Ford not participating. Action May 3.

■ By memorandum opinion and order, commission denied petition by United Television Co. of New Hampshire for reconsideration of Feb. 2 order which designated for hearing its application for mod. of cp of station WMUR-TV (ch. 9) Manchester, N. H., to change trans. location from about 6.5 miles west of city to about 17 miles southeast in direction of Boston, make changes in ant. system and reduce ant. height from 1,030 ft. to 520 ft., insofar as it made Outlet Co. (WJAR-TV) Providence, R. I., party to proceeding. Action May 3.

■ By memorandum opinion and order, commission denied petitions by North Platte Bcstg. Co. Inc. (KODY) North Platte, and Cornbelt Bcstg. Corp. (KFQR) Lincoln, Nebr., to make effective immediately those parts of the March 7 initial decision applicable to their applications for increased daytime power. Comr. Bartley not participating. Action May 3.

■ By order, commission granted joint petition for reconsideration by five applicants, and rescheduled oral argument for June 2 in Moline, Ill., tv ch. 8 comparative proceeding. Comr. Craven not participating; Comr. Cross dissented. Action May 3.

James V. Perry, Grove City, Pa.; Quests Inc., Ashtabula, Ohio—Designated for consolidated hearing applications for new daytime am stations to operate on 1600 kc—Mr. Perry with 500 w and Mr. Quests with 1 kw; made WHLL Wheeling W. Va., party to proceeding. Action May 3.

The Y T Corp., Palo Alto, Calif.—Designated for hearing application for a new class A fm station to operate on 99.3 mc; ERP 880 w; ant. height minus 120 ft.; made KCBS-FM and KNBC-FM, both San Francisco, parties to proceeding. Action May 3.

Robert E. and Marcella Podesta, Santa Clara, Calif.—Designated for hearing application for new class B fm station to operate on 103.3 mc; ERP 1.67 kw; ant. height 568 ft.; made KGO-FM San Francisco, party to proceeding. Action May 3.

Routine roundup

Commission is advising all am, fm and tv broadcast stations that it is anticipated that initial test of new Conelrad teletype alerting system, employing facilities of Associated Press and United Press International radio press teletype networks, will be conducted on Sunday, May 14, 1961 at 8:30 P.M. EST.

Effective May 17, 1961, this system will supplement existing radio monitoring method used to disseminate Conelrad Radio Alert Message.

Licensees of all am, fm and tv broadcast stations are required to continue to comply with existing requirement for installing and maintaining radio alert receivers and requirement for transmitting Conelrad Attention Signal and Radio Alert Message in accordance with FCC rules and regulations.

Use of special Conelrad alerting telephones presently installed at certain broadcast stations will be continued for limited time.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of May 2

KXAB-TV Aberdeen, S. D.—Granted assignment of licenses to South Dakota Television Inc.

KEDD Dodge City, Kan.—Granted mod. of cp to make changes in DA pattern (MEOV).

Actions of May 1

WLDB Atlantic City, N. J.—Granted change of remote control authority.

KATV (TV) Little Rock, Ark.—Granted cp to change ERP to vis. 316 kw, aur. to 158 kw, change type ant. and make other equipment changes; ant. 990 ft.

KTWO-TV Casper, Wyo.—Granted cp to maintain trans. incorporated in BLCT-802 as auxiliary trans. at main trans. site.

KTVT (TV) Fort Worth, Texas—Granted cp to change ERP to vis. 220 kw DA, aural to 110 kw DA, make changes in ant. system and minor equipment changes; ant. height 1,020 ft.

Actions of April 25

■ Granted cps for following new vhf tv translator stations: Lovell Byron Cowley tv Lovell, Wyo., on ch. 12 to translate programs of KOOK-TV (ch. 2), Billings, Mont. Broadus TV Club, Broadus, Mont., on ch. 10 to translate programs of KOOK-TV (ch. 2) Billings, Mont., and on ch. 6 to translate programs of KOOK-TV via the ch. 10 translator station; Wyodak TV Assn., Wyodak,

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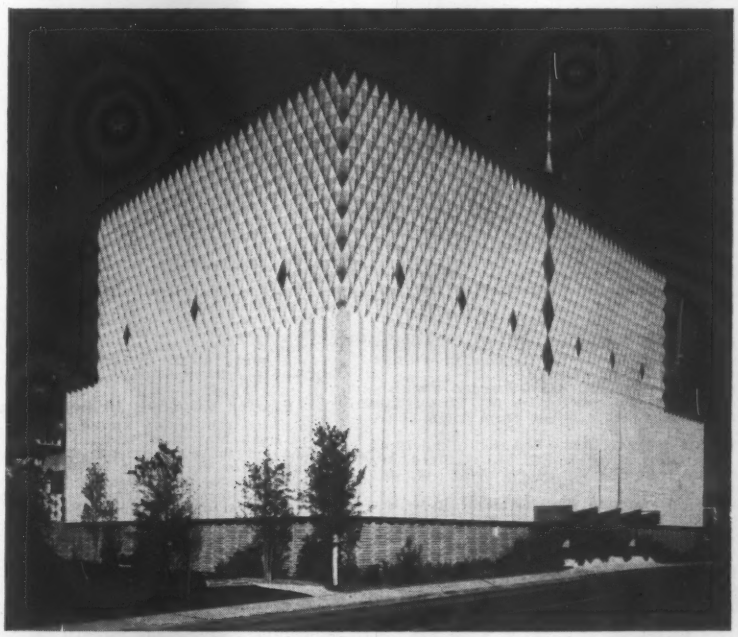

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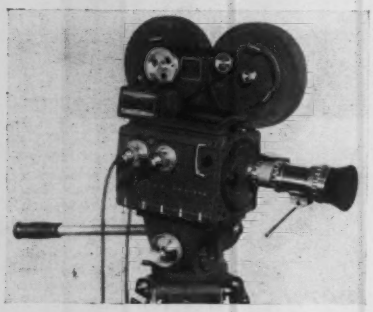

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Wyo., on ch. 8 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; Gillette TV Assn., Gillette, Wyo., on ch. 4 to translate programs of KTWO-TV via Wyodak ch. 8 translator station; Alex Radio & TV, Monticello, Ky., on ch. 13 to translate programs of WBIR-TV (ch. 10) Knoxville, Tenn.; Sundance Community TV Assn., Sundance, Wyo. on ch. 12 to translate programs of KOTA-TV (ch. 3), Rapid City, S. D.; and on ch. 9 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; Town of Powell, Powell, Wyo., on ch. 5 to translate programs of KGHL-TV (ch. 8) Billings, Mont.; and on ch. 12 to translate programs of KOOK-TV (ch. 2), Billings, Mont.

R. F. Edouart, Malibu Riviera and Malibu, Calif.—Granted cps for 2 new uhf tv translator stations on ch. 70 to translate programs of KNXT (ch. 2) Los Angeles, Calif., and on ch. 80 to translate programs of KTTV (ch. 11) Los Angeles, Calif.

■ Waived Sect. 4.709 (b) of rules and granted special temporary authority for following vhf tv repeater stations: Spray Community T. V. Inc. chs. 7 and 3 Spray, Ore., and ch. 10 Twickenham, Ore. (KOIN-TV ch. 6 Portland, Ore.)

Actions of April 28

KOOL-TV Phoenix, Ariz.—Granted cp to change type trans. and make change in other equipment.

KBMT (TV) Beaumont, Tex.—Granted mod. of cp to change trans. location to 445 ft. west of present proposed site and change coordinates.

WMRT-FM Lansing, Mich.—Granted extension of completion date to June 1.

Actions of April 27

WLOX Biloxi, Miss.—Granted license covering increase in daytime power and installation of new tran.

KRLD-FM Dallas, Tex.—Granted license covering change in ERP, ant. height, trans. location, installation of new ant. and changes in ant. system; and mod. of license to operate trans. by remote control.

WPAP Fernandina Beach, Fla.—Granted mod. of license to change studio location and operate trans. by remote control.

WKCW Warrenton, Va.—Granted mod. of license to change studio location and remote control point.

WFPG Atlantic City, N. J.—Granted cp to change ant.-trans. location and make changes in ant. (decrease height) and ground system.

WKZO-TV Kalamazoo, Mich.—Granted cp to install auxiliary trans. new main trans. and ant. location at new main trans. and ant. location.

WTIP Charleston, W. Va.—Granted mod. of cp to change ant.-trans. location and make changes in ant. system; condition.

WBNB-TV Charlotte Amalie, St. Thomas, V. I.—Granted mod. of cp to change ERP to vis. 2.5 kw and aur. to 1.26 kw; type transmitters; type ant., and make changes in equipment; ant. height 1,600 ft.

WKZO-TV Kalamazoo, Mich.—Granted mod. of cp to change type trans. and make other equipment changes.

WJDX-FM Jackson, Miss.—Granted mod. of SCA to change sub-carrier frequencies from 49 kc and 67 kc to 42 kc and 67 kc and make changes in equipment.

WVTS (FM) Terre Haute, Ind.—Granted mod. of SCA to delete 41 kc sub-carrier and retain 67 kc sub-carrier for background music service on multiplex basis.

KSKI Sun Valley, Idaho—Granted authority to operate between hours of 7 a.m. and 7 p.m. for period ending Aug. 15.

KCSR Chadron, Neb.—Granted extension of authority to Aug. 1 to sign-off at 6 p.m., MST, pending granting of authority for specified hours.

WSTV-TV Steubenville, Ohio—Granted extension of completion date to Aug. 16.

Actions of April 26

KWME-FM Walnut Creek, Calif.—Granted assignment of license to **Eugene N. Warner** and **F. Wellington Morse.**

WXAL Demopolis, Ala.—Granted acquisition of positive control by **W. M. Jordan** through purchase of stock from **T. H. Gaillard Jr.**

WTHG Jackson, Ala.—Granted acquisition of positive control by **T. H. Gaillard Jr.** through purchaes of stock from **W. M. Jordan.**

WRVA Richmond, Va.—Granted cp to install new trans.

Action of April 24

KEBE Jacksonville, Tex.—Remote control permitted.

ACTIONS ON MOTIONS

■ Commission on April 25 granted petition by Meredith Syracuse Television Corp. (WHEN-TV) Syracuse, N. Y., and extended from April 28 to May 12 time to file reply comments in Syracuse and Rochester, N. Y., tv rulemaking proceedings.

By Commissioner Robert T. Bartley

■ Granted petition by Broadcast Bureau and extended to May 1 time to respond to petition by Interstate Bcstg. Co. to clarify or enlarge issues in proceeding on applications of Saul M. Miller for am facilities in Reading, Pa., et al. Action May 2.

By Commissioner Frederick W. Ford

■ Granted petition by Wilmer E. Huffman and extended to May 8 time to file exceptions to initial decision in proceeding on his application and those of Francis C. Morgan, Jr., and Pier San Inc., for am facilities in Pratt and Larned, Kan. Action April 28.

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended to May 5 time to respond to (1) "Joint Petition for Review of Order Refusing to Reopen Record"; (2) "Petition for Review of Hearing Examiner's Memorandum Opinion and Order" and (3) exceptions to initial decision in proceeding on applications of Creek County Bcstg. Co., for am facilities in Sapulpa, Okla., et al. Action April 28.

■ Granted petition by Broadcast Bureau and extended to May 5 time to respond to petition by Tropical Telecasting Corp., and Nueces Telecasting Co. to enlarge issues in Corpus Christi, Tex. tv ch. 3 proceeding. Action April 28.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearings in following am proceedings on dates shown: July 12: Strafford Bcstg. Corp. (WWNH) Rochester, N.H.; July 18: WXEN Xenia, Ohio, et al; and July 19: Lynne-Yvette Bcstg. Co. and John T. Williams for am facilities in Albany and Americus, Ga. Action April 26.

■ Issued corrected order to show Burlington Bcstg. Co., Burlington, N. J., as petitioner. Action April 21.

■ Granted joint request by Fort Wayne Bcstg. Co., Fort Wayne, Ind., Michigan Bcstg. Co. (WBCK), Battle Creek, Mich., Mt. Vernon Radio and Television Co. (WMIX), Mt. Vernon, Ill., and Radio 940, South Haven, Mich., for approval of agreement whereby Fort Wayne would be paid $3,000 by other applicants for partial reimbursement of expenses incurred in connection with its application for new am station to operate on 940 kc, 1 kw, DA, D, in Fort Wayne, in return for which it has agreed to amend to specify 1090 kc, in lieu of 940 kc, thus removing the conflict with other applications involved in Dockets 13222 et al); granted Ft. Wayne's petition for leave to amend accordingly and removed amended application from hearing status and returned it to processing line. Action April 25.

■ Granted petition by E. C. Gunter to extent that it involves dismissal of petitioner's application but dismissed application with prejudice and retained in hearing status application of Abilene Radio and Television Co. both for new tv stations to operate on ch. 3 in San Angelo, Texas. Action May 2.

■ Scheduled hearing for July 6 in proceeding on am applications of WGRY Inc. (WGRY) Gary, Ind., et al. Action April 20.

■ Granted joint petition by Valley Bcstrs. and Santa Fe Bcstg. Co., applicants for new am stations to operate on 970 kc, 1 kw, D, in Espanola and Santa Fe, both New Mexico, for approval of agreement whereby Valley would pay Santa Fe $2,500 for expenses incurred in connection with latter's application in return for its withdrawal; dismissed Santa Fe's application with prejudice; retained in hearing status Valley's application to be subject of further proceeding and initial decision by Hearing Examiner. Action April 27.

By Hearing Examiner Basil P. Cooper

■ Granted motion by applicant and continued from May 1 to May 15 date to file petition for leave to amend, from May 15 to May 29 for notification of witnesses desired for cross-examination and from May 22 to June 5 for evidentiary hearing in proceeeding on application of Edward Walter Piszczek & Jerome K. Westerfield for new fm station in Des Plaines, Ill. Action May 1.

■ Pursuant to agreements reached at April 28 prehearing conference, continued evidentiary hearing from June 5 to June 8 in proceeding on am application of Sunshine State Bcstg. Co. Inc. (WBRD) Bradenton, Fla. Action May 1.

■ Pursuant to ruling on record of April

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GENERAL SYSTEM

26 evidentiary hearing, granted joint petition by Martin Theatres of Georgia, Inc. (WTVM [TV]) and Columbus Bcstg. Co. Inc. (WRBL-TV) Columbus, Ga., for leave to amend their respective applications to reduce the over-all height above ground of proposed structure from 1,760 ft. to 1,749 ft. and in turn the over-all height above mean sea level from 2,260 ft. to 2,249 ft. Action April 26.

■ Granted petition on behalf of all the carriers parties in matter of formula for distribution by Western Union Telegraph Co. of telegraph traffic destined to points in Canada and continued from April 24 to June 6 date for exchange of information called for in transcript at pages 113-116, and from May 2 to June 13 for further prehearing conference. Action April 24.

By Hearing Examiner Thomas H. Donahue

■ Corrected April 24 order to deny, rather than dismiss, for want of prosecution application of Elias and Robinson for am facilities in Glen Burnie, Md. Action May 1.

■ Issued order formalizing oral ruling made by hearing examiner on April 27 that effective on that date the unopposed "Joint Petition of Inter-Cities Broadcasting Co. and Peoples Broadcasting Corp. for Extension of Hearing Date" is granted, and continued hearing from April 28 to May 19 in proceeding on application of Inter-Cities Bcstg. Co. for am facilities in Livonia, Mich. Action May 1.

■ Denied motion by Palmetto Bcstg. Co. (WDKD) Kingstree, S. C., to continue hearing in proceeding on its application for renewal of license and for license to cover cp. Action May 1.

■ On own motion, held in default Horrace J. Elias and Irving E. Robinson, d/b as Elias and Robinson and dismissed for want of prosecution their application for am facilities in Glen Burnie, Md.; application was consolidated for hearing with Dockets 13934 et al. Action April 24.

■ Upon request of respondent and with concurrence of Broadcast Bureau, rescheduled April 28 prehearing conference for April 26 in proceeding on application of Palmetto Bcstg. Co., for renewal of license of station (WDKD), Kingstree, S. C., and for license to cover cp. Action April 25.

By Hearing Examiner Asher H. Ende

■ On own motion, scheduled prehearing conference for May 9 in proceeding on applications of Sands Bcstg. Corp., for am facilities in Indianapolis, Ind., et al. Action April 25.

■ On own motion, scheduled prehearing conference for May 8 in proceeding on application of Shenandoah Life Stations Inc. (WSLS-FM) Roanoke, Va. Action April 25.

By Hearing Examiner Charles J. Frederick

■ Upon request of Anderson Bcstg. Corp. (WHBU) Anderson, Ind., applicant in consolidated am proceeding with the consent of all other parties, continued from April 28 to May 4 time to file proposed findings and from May 9 to May 15 for replies. Action May 1.

■ Because a number of counsel were absent from April 26 hearing and should have positive notice of agreements reached on record of proceeding on am applications of WBVP Inc. Beaver Falls, Pa., et al, ordered that proposed findings shall be due on or before May 26 and replies on or before June 7. Action April 26.

■ Continued May 9 hearing to June 8 in proceeding on application of Columbia River Broadcasters Inc., for am facilities in Mount Vernon, Wash. Action April 26.

■ Granted motion by Robert B. Brown and continued from May 3 to May 12 date for exchange of engineering exhibits and from May 17 to May 22 for notification of witnesses in proceeding on his application for am facilities in Taylorsville, N. C., et al. Action April 26.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Broadcast Bureau and extended from April 28 to May 9 time to file proposed findings, and on own initiative extended from May 9 to May 19 time to file replies in proceeding on am applications of Radio Carmichael, Sacramento, Calif., et al. Action April 28.

■ For reasons which will appear in transcript of April 24 further hearing petition of Metropolitan Bcstg. Corp. was granted and amendment accepted to reflect new name, MetroMedia, Inc., in Wilmington, Del., tv ch. 12 proceeding. Action April 26.

By Hearing Examiner Isadore A. Honig

■ Issued memorandum formalizing announcement of ruling made by hearing examiner at April 25 hearing conference (Session 2) denying, for reasons stated in record, letter request by Blue Island Community Bcstg. Co. Inc., to require applicant Evelyn R. Chauvin Schoonfield to make available for inspection and reproduction certain documents and materials in proceeding on their applications for fm facilities in Blue Island and Elmwood Park, Ill. Action April 28.

■ On own motion, scheduled a prehearing conference for May 23 in proceeding on applications of WEXC Inc., for a new am station in Depew, N. Y. Action May 1.

■ On own motion, and with consent of parties, continued June 12 hearing for July 11, and scheduled certain procedural dates in proceeding on am applications of Kenneth G. and Misha S. Prather, Boulder, Colo., et al. Action April 26.

By Hearing Examiner Annie Neal Huntting

■ Scheduled prehearing conference for May 18 in proceeding on am applications of WXEN Xenia, Ohio, et al. Action May 1.

By Hearing Examiner H. Gifford Irion

■ Granted request by Sugarland Bcstg. Co. and continued April 28 hearing to May 24 in proceeding on its application for new am station in Okeechobee, Fla., et al. Action April 27.

■ Granted motion by Herbert Muschel and continued May 1 hearing to May 25 and advised parties to be prepared to present any rebuttal testimony on that date in proceeding on Muschel's application for fm facilities in New York, N. Y. Action April 27.

■ Granted petition by Broadcast Bureau and extended from April 25 to May 16 date to file proposed findings in proceeding on fm applications of G. Stuart Nixon, San Jose, and Franklin Mieuli (KHIP) San Francisco, Calif. Action April 25.

By Hearing Examiner David I. Kraushaar

■ Granted motion by Marietta Bcstg. Inc. (KERO-TV ch. 10), Bakersfield, Calif., to extent of rescheduling April 26 prehearing conference for May 4, and continuing May 1 hearing to May 17 and ordered parties to exchange among each other (with copies to examiner) copies of such written or documentary proof they reasonably expect to present in evidence during hearing by 5 p.m., May 12, in proceeding on Marietta's application. Action April 26.

■ On own motion, scheduled prehearing conference for May 12 in proceeding on am applications of WGRY Inc. (WGRY) Gary, Ind., et al. Action April 25.

■ On own motion, scheduled oral argument for April 25 on motion by Marietta Bcstg. Inc. (KERO-TV ch. 10), Bakersfield, Calif., for continuance in proceeding on its application. Action April 25.

By Hearing Examiner Jay A. Kyle

■ Upon request by Jackson Bcstg. & Television Corp. (WKHM) Jackson, Mich., and with concurrence of other parties, rescheduled prehearing conference scheduled for 10 a.m., April 28, for 9 a.m., on that date in proceeding on its am application. Action April 27.

■ Pursuant to April 27 prehearing conference, continued May 19 hearing for July 6 in proceeding on am application of Parks Robinson (WISV) Viroqua, Wis. Action April 27.

■ Scheduled prehearing conference for May 8 in proceeding on am applications of Pee Dee Bcstg. Co. (WLSC) Loris, S. C., et. al. Action April 25

By Hearing Examiner Forest L. McClenning

■ Granted motion by Beacon Bcstg. System Inc. and continued April 25 hearing to June 27 in proceeding on its application and that of Suburban Bcstg. Co., Inc., for am facilities in Grafton-Cedarburg, and Jackson, Wis. Action April 24.

■ Granted petition by Broadcast Bureau and extended from April 24 to May 2 time to file proposed findings and conclusions on air hazard issue in proceeding on applications of Beacon Bcstg. System Inc. and Suburban Bcstg. Co. Inc., for am facilities in Grafton-Cedarburg and Jackson, Wis. Action April 26.

■ Denied petition by Gila Bcstg. Co. for continuance of hearing, and pursuant to oral request of parties, scheduled further prehearing conference for May 4 in proceding on Gila's applications for renewal of licenses of stations KCKY Coolidge, Ariz., et al. Action April 28.

By Hearing Examiner Herbert Sharfman

■ Issued Memorandum of Ruling made at April 20 further prehearing conference in consolidated am proceeding, severing from proceeding and making them separate unit applications in Group I—Robert F. Neathery, Fredericktown, Mo., Paducah Bcstg. Co. Inc. (WPAD) Paducah, Ky., and WPFA Radio, Inc. (WCVS) Springfield, Ill., and scheduled further prehearing conference for May 2. Action April 28.

■ Granted motions by WSAZ Inc. and American Telephone and Telegraph Co. and corrected as proposed transcript in proceeding on complaint by WSAZ Inc. (WSAZ-TV) Huntington, W. Va., alleging that AT&T has charged a greater compensation for use of program transmission channels between Columbus, Ohio, and Huntington, than is specified in applicable tariffs. Both movants include among their suggestions proposed correction to Page 119, Line 7, either of which is valid, but since complainant's proposal is rhetorically preferable it is accepted. Action May 1.

■ Granted motion by WDUL Tele. Corp. (WHYZ-TV) Duluth, Minn., and corrected the transcript as proposed in proceeding on its application. Action May 1.

■ Upon request by applicant and without objection by Broadcast Bureau, continued certain procedural dates, and continued hearing from May 3 to May 10 in proceeding on application of College Radio for am facilities in Amherst, Mass. Action April 25.

■ Upon request by Broadcast Bureau and without objection by other parties, further extended from April 25 to April 28 and from May 9 to May 12 time to file proposed findings and replies, for Group II-A of consolidated am proceeding in Dockets 13010 et al (Mid-America Bcstg. System, Inc., Highland Park, Ill., et al). Action April 26.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by KCRA Inc., to sever from other applications in consolidated am proceeding in dockets 12651 et al its application for am facilities in Sacramento, Calif., and retained application in hearing status awaiting issuance of initial decision. Action April 28.

License renewals

■ Following stations were granted renewal of license: WORA-TV Mayaguez, P. R., and WRIK-TV Ponce, P. R. Action May 3.

■ The following stations were granted renewal of license on May 3. Chrm. Minow not participating: KBTA Batesville, Ark.; KCON Conway, Ark.; KFFA Helena, Ark.; KHOG Fayetteville, Ark.; KPLC Lake Charles, La.; KPLC-TV, Lake Charles, La.; KSLO Opelousas, La.; KTLO Mountain Home, Ark.; KWAK Stuttgart, Ark.; WELZ Belzoni, Miss.; WJBO Baton Rouge, La.; WMPA Aberdeen, Miss.; WROX Clarksdale, Miss.; WSLI Jackson, Miss.; KMLB-FM Monroe, La.; WGAA Cedartown, Ga.; WRWJ Selma, Ala.; WGSV Guntersville, Ala.; WJAZ Albany, Ga.; WKWF Key West, Fla.; WVNA Tuscumbia, Ala.; WKLY Hartwell, Ga.; WMFC Monroeville, Ala.; WOLS Florence, S. C.; WJOT Lake City, S. C.; WGTN Georgetown, S. C.; WROS Scottsboro, Ala.; WYZE Atlanta, Ga.; WYDE Birmingham, Ala.; WZOB Fort Payne, Ala.; WCHP Tuscumbia, Ala.; WCOV-TV Montgomery, Ala.

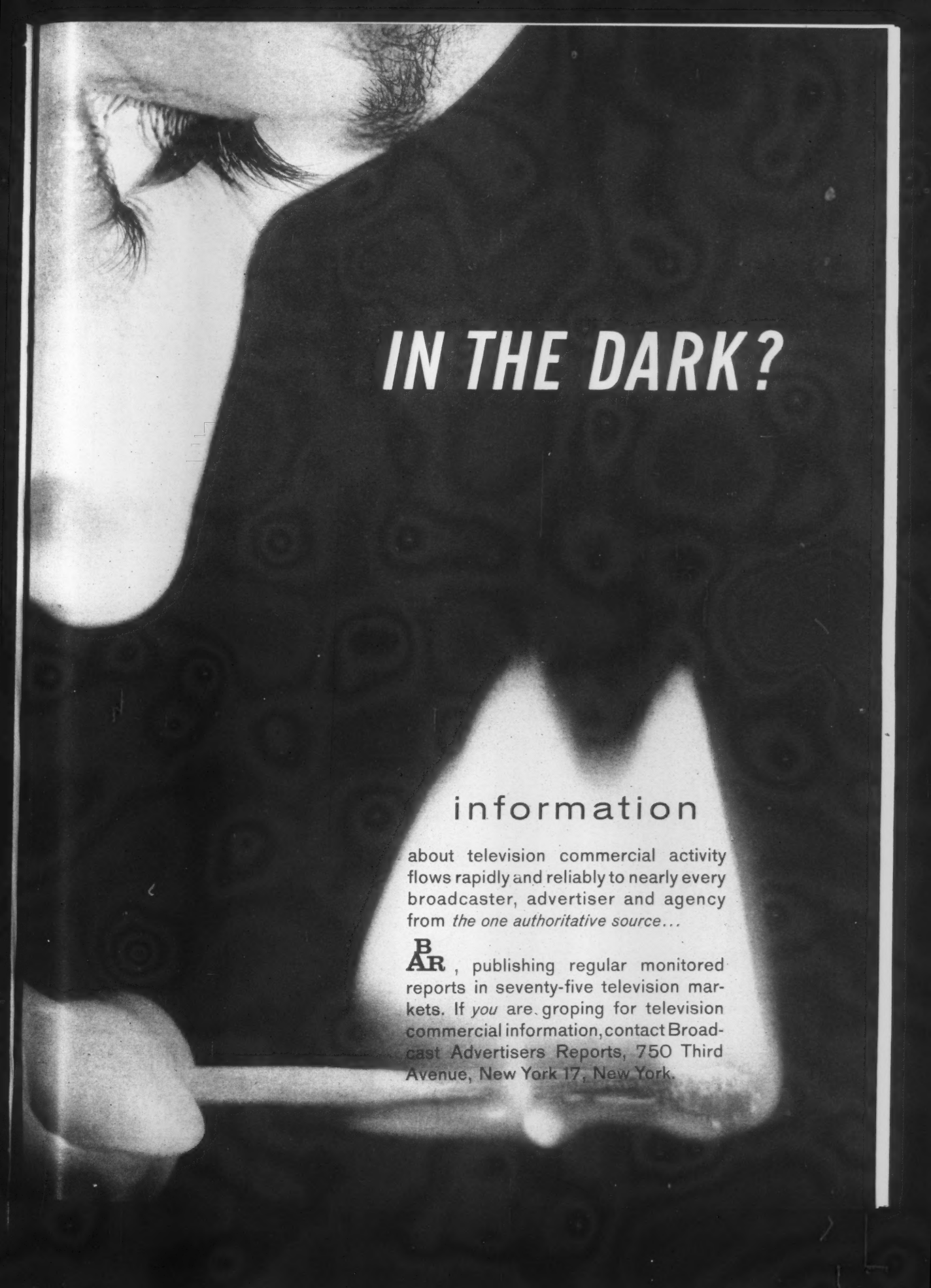
Rulemakings

■ By order, commission amended Conelrad rules for broadcast stations (Part 3) to include (1) provision that Conelrad Radio Alerts are now initiated and terminated by Commander-in-Chief North American Air Defense Command (instead of commanding officers at various Air Defense Centers as formerly); (2) means for using nationwide teletype networks of Associated Press and United Press International to transmit Conelrad Radio Alert to approximately 90% of all broadcast stations; (3 and otherwise bring these rules up to date, effective June 5. At same time, it adopted revised Conelrad Manual for Broadcast Stations, which deals with broadcast operations in national emergency to (1) include provisions of amended rules, (2) set forth expanded mode of operation to minimize use of their transmissions as navigational aids by hostile aircraft, guided missiles and other devices, and otherwise improve functioning of Emergency Broadcast System, (3) add new section dealing with advent of State Defense Networks (FM), and (4) add provisions to cover activities of National, State and Local Industry Advisory Committees, and also Technical Arrangements To Insure Continuity of Emergency Broadcast System During Conelrad Radio Alert and Period Following Issuance of Conelrad all clear. Ann. April 28.

OPTION TIME

■ By further notice of proposed rulemaking to consider basic question of whether practice of time optioning by tv broadcast stations is contrary to public interest and should be prohibited, Commission invites interested parties to file comments and participate in oral argument on following issues:

(a) Whether time optioning, apart from its legality *vel non* under antitrust laws, is in public interest, and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NAB Convention Exhibit 15

(b) If time optioning should be found to be contrary to public interest, what form of rule should be promulgated to effectuate its prohibition.

All submissions or arguments by parties to this proceeding or by persons acting in behalf of such parties must be made in written comments or other appropriate pleadings or at oral arguments. No reply briefs or comments may be filed unless specifically requested or authorized by Commission.

Commission will schedule dates for filing of comments, for oral argument, and for filing of appearances, by further order subsequent to a remand by Court of Appeals of *Times-Mirror Bcstg. Co.* v. *United States Case* which was requested by the Commission.

By separate order, Commission stated that, effective upon remand by court, and until further order of Commission, option time rules as amended effective Jan. 1, 1961 shall remain in effect, and, to that extent, amended its April 19 order accordingly. (These rules permit 2½ hours within each segment of broadcast day for tv network optioning.)

■ Comr. Cross had dissenting statement to issuance of further notice of proposed rulemaking. Action May 3.

■ By report and order, Commission amended sect. 1.354 of its procedural rules so as to group together for processing and simultaneous consideration, without designation for hearing, all applications filed by existing 250 w class IV am stations requesting increase in daytime power which involve interlinking interference problems only, regardless of their respective dates of filing. By this amendment, it is expected that disposition of some 340 class IV applications now on file and those to be filed in future can be expedited and present backlog on processing line can be diminished.

■ Commission invites comments to Notice of Proposed Rule Making looking toward amending tv table of assignments to add ch. *46 for educational use in Lexington, Ky., as petitioned for by National Educational Television and Radio Center. It would involve deleting commercial ch. 46 from Bristol, Tenn.-Va. and substituting ch. 75, and substituting ch. 80 for ch. 60 in Richmond, Ky. Alternative proposal by petitioner to assign ch. *47 to Lexington was denied because it conflicts with proposals in Louisville, Ky., rulemaking.

■ By supplemental report and order, the commission amended tv table of assignments to substitute ch. 20 for ch. 53 in Waterbury, Conn., and, at same time, modified authorization of WATR Inc.'s station WATR-TV in that city to specify operation on ch. 20 instead of ch. 53; conditions. Action May 3.

PETITIONS FOR RULEMAKING FILED

Sec. 3.606—Northern California Educational Television Assoc. Inc., Redding, Calif. (4-21-61) Requests reservation of television ch. 9 for non-commercial, educational use at Redding, California. Ann. April 28.

Sec. 3.606—KTVE Inc., KTVE (TV), El Dorado, Ark. (4-24-61) Requests amendment of rules to "hyphenate" communities of El Dorado, Ark. and Monroe, La., for television allocation purposes by making following proposed changes:

Present	
El Dorado, Ark.	10–, 26–
Monroe, La.	8+, 13*, 43+
Proposed	
El Dorado, Ark. (See also Monroe, La.)	26–
Monroe, La.	8+, 10–, 13*
El Dorado, Ark.	
Monroe, La.	43+

NARBA notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of the North American Regional Broadcasting Agreement engineering meeting.

580 kc.

NEW Baie Comeau, P. Q. (Hauterive)—5kwD/2.5kwN, DA-2, unl. III EIO 4-1-62.

600 kc.

CJOR Vancouver, B. C.—10kw, DA-1, unl. III NIO with increased power.

1150 kc.

CKTR Three Rivers, P. Q.—10kwD/1kwN, DA-2, unl. III NIO with increased daytime power.

1280 kc.

NEW Melfort, Sask.—1kw, DA-1, unl. III EIO 4-1-62.

1330 kc.

NEW Tisdale, Sask.—10kw, DA-1, unl. III EIO 4-1-62.

Sponsor identification rules

■ Following are proposed changes in Sec. 3.654 of FCC rules, concerning sponsor identification:

(a) When a television broadcast station transmits any matter for which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, such station, the station shall broadcast an announcement that such matter is sponsored, paid for, or furnished, either in whole or in part, and by whom or on whose behalf such consideration was supplied: Provided, however, that "service or other valuable consideration" shall not include any service or property furnished without charge or at a nominal charge for use on, or in connection with, a broadcast unless it is so furnished in consideration for an identification in a broadcast of any person, product, service, trademark, or brand name beyond an identification which is reasonably related to the use of such service or property on the broadcast.

(b) The licensee of each television broadcast station shall exercise reasonable diligence to obtain from its employees, and from other persons with whom it deals directly in connection with any program matter for broadcast, information to enable such licensee to make the announcement required by this section.

(c) In any case where a report (concerning the providing or accepting of valuable consideration by any person for inclusion of any matter in a program intended for broadcasting) has been made to a television broadcast station, as required by Sec. 508 of the Communications Act of 1934, as amended, of circumstances which would have required an announcement under this section had the consideration been received by such television broadcast station, an appropriate announcement shall be made by such station.

(d) In the case of any political program or any program involving the discussion of public controversial issues for which any films, records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such films, records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program: Provided, however, that only one such announcement need be made in the case of any such program of 5 minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program.

(e) Any films broadcast by any television station which were photographed for commercial exhibition after the effective date of this subsection shall, in the absence of an adequate showing to the contrary, be presumed to have been intended for television exhibition.

(f) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in paragraph (f) of this section are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(g) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in paragraph (f) of this section are furnished, by a corporation, committee, association or

Continued on page 171

SOMETHING NEW
AT BOOTH 32...
TELESCRIPT

BMI *Salutes these* APRIL AWARD WINNERS

Over the years BMI has been proud of the honors awarded to the composers affiliated with it and to the music, the performing rights of which it licenses... among the honors awarded to music and men during the month of April, these were outstanding...

1961 PULITZER PRIZE

Walter Piston

Previous Pulitzer Prize winner in 1948

for "SYMPHONY No. 7"

ACADEMY OF MOTION PICTURE ARTS AND SCIENCES "OSCAR"

"NEVER ON SUNDAY"

by

Manos Hadjidakis

Best Song of 1960 as performed in the motion picture "Never On Sunday"

And congratulations also to these BMI affiliated writers who were honored by NARAS (National Academy of Recording Arts and Sciences) for their recording achievements:

Ray Charles *Miles Davis* *Gil Evans*

Bob Newhart *Marty Robbins*

THE GOLD MEDAL FOR MUSIC OF THE NATIONAL INSTITUTE OF ARTS AND LETTERS

(Presented once every five years)

Roger Sessions

1961 GRANTS OF THE NATIONAL INSTITUTE OF ARTS AND LETTERS

Halsey Stevens *Lester Trimble*

Yehudi Wyner

NEW YORK MUSIC CRITICS CIRCLE CHAMBER MUSIC AWARD

Elliott Carter

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Phone Kansas City, Laclede 4-3777

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- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted: Manager with small to medium market experience for Indiana independent daytime station. Prefer past managerial experience but will consider anyone with high sales experience and ability to get along with people. Send all replies to Box 104F, BROADCASTING.

Manager for medium to small market with heavy emphasis on sales. Box 238F, BROADCASTING.

Sales manager for metropolitan market. Personal sales success essential. Box 239F, BROADCASTING.

Wanted, station manager for 250 fulltime for south Texas town of over ten thousand. Salary plus percentage. First license beneficial. Box 247F, BROADCASTING.

Eastern sales manager for commercial recording corporation. Excellent immediate opening for man with thorough knowledge of radio advertising agency operation to open New York office for expanding progressive recording corporation. Will travel eastern area. This man is presently engaged in radio sales in New York City. Automobile furnished. Substantial draw. Right man will earn in excess of $20,000 first year. Contact Dick Morrison, Circle 6-0695, N.Y.C. May 11 through May 16.

Assistant manager for OK Group stations in mid-south and gulf coastal areas. Must have had radio sales experience. Opportunity for advancement to managership. Salary range from $7500 to $10,000 a year plus override on sales and fringe benefits. Write giving full details. Stanley W. Ray, Jr., 505 Barrone St., New Orleans, La.

Sales

Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

Salesman—Southwest, medium market. Excellent opportunity with aggressive station. Established accounts. Box 197F, BROADCASTING.

Opportunity for national sales manager top rated station midwest medium market. Send full resume, sales record, to Box 199F, BROADCASTING.

Salesman: For single station small market. A good opportunity to settle down. Salary commensurate with experience. Contact assistant general manager, KAOL, Carrollton, Missouri. Phone 27.

Creative salesman for America's beauty spot. 145,000 market. Good draw against commission. This is no place for beginners. You'll sell a quality good popular music format plus the greatest coverage against four competitors. If you are experienced, capable; air mail photograph, personal resume and past sales information. J. D. Hill, Box 764, KSSS, Colorado Springs, Colorado.

Sales representative. New radio station, WSOR, Windsor, Connecticut, write or call general manager.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Modern radio in Florida's fastest growing area, central Florida's east coast . . . has immediate opening for announcer engineer, emphasis on announcing. Box 169F, BROADCASTING.

Wanted—Best young dj in modern radio! We're not top 40—but we're a leading "live wire" operation in major Michigan market. Send details and tape to Box 170F, BROADCASTING.

Announcer—DJ with good commercial delivery. Educated, reliable, industrious. Production station, medium market. Resume and tape. Box 198F, BROADCASTING.

Florida daytimer near Cape Canaveral needs two announcer-salesman and one announcer with first phone. Two years of experience or more necessary. Send tape and resume. Box 231F, BROADCASTING.

Negro dj. Strong, experienced air personality for major midwest market. Tape and resume. Box 243F, BROADCASTING.

Wanted, experienced announcer-salesman. Hard worker can make $600-$700 a month. Must be family man. Personal interview required. K-GRL, Bend, Oregon.

Top kilowatt independent in the beautiful inter-mountain area needs a good, live morning man who wants to make more money. If you have sales experience, this market of 150,000 will be your meat. Rush tape, resume and snapshot to Gene Riesen, General Manager, KUPI, Box 2557, Idaho Falls, Idaho.

Immediate opening in stable mid-western city for experienced announcer/production man. Good salary plus benefits. Rush tape, resume, photo to Program Director, WANE Radio, Ft. Wayne, Indiana.

Experienced staff announcer needed by leading independent music news operation. Forward full details, tape. WASA, Havre de Grace, Md.

Announcer with first class ticket. Sixty miles from New York City. WBNR, Beacon, New York.

Philadelphia area. Announcer experienced who can also write local news. All fringe benefits. WCOJ, Coatesville, Pennsylvania.

Experienced announcer-engineer 1st class. No maintenance required. Heavy on general announcing. Some sports included. Send all including audition tape. WFHR, Wisconsin Rapids, Wisconsin.

Florida daytimer needs announcer immediately. Adult music station, no screamer. Send resume, tape, recent photo, and salary requirements, to WFTW, Box 10, Ft. Walton Beach, Florida.

Opening for staff announcer. Must be good at news, doing national news and commercials and must be interested in adult music. No dj's need apply. Starting salary from $85 a week depending upon background and experience. Must have details of experience, present salary, availability. Prefer personal interview but must have tape. Apply WGHQ, Box 427 Uptown P. O., Kingston, N. Y.

Dynamic newsman, we have one, now we want another . . . beepers, re-write, fast pace. Tape, resume to Bill Towre, WMEX, Boston 15, Mass.

Help Wanted—(Cont'd)

Announcers

WKLO in Louisville does not have a disc jockey opening. If you are a top man in a medium market or a man in a large market desiring a change, send a tape and a full resume to Ken Rowland, News and Program Director. Why? Our men, about one every six months, do move on, but invariably up. WKLO is proud of each and every one of them! If you have seasoned experience—three years at least—we would like to hear from you.

Staff announcer, must be able to run board and do a good air job. Send tape, picture and background plus salary wanted to Manager, WMOK, Metropolis, Illinois.

Progressive, production-minded station desires first ticket announcer. Salary open. New building, new Collins equipment. Home on premises available is desired. WMVO, Mount Vernon, Ohio.

Florida gulf coast, tight board good news, multi station daytime affiliate. Salary based on ability. Call WNUE, Ft. Walton Beach, Florida.

Announcer with first class ticket for 1 kw daytime station. Please send details first letter to WONG, Box 451, Oneida, New York.

Announcer, with first class ticket (no maintenance) for one kw daytime station soon to go on air in eastern Pennsylvania. Good future and salary for capable young man. Send tape and resume to WYNS Lehighton, Pennsylvania.

Announcer for West Indies commercial station broadcasting in English and French. Canadian citizen preferred. Need not be bi-lingual but must announce in English. Send tape and resume. Radio Caraibes, Castries, St. Lucia, B.W.I.

Technical

Immediate opening for experienced chief. Montana kilowatt with remote control needs man that can assume full responsibility for technical end. Station has excellent equipment. Applicant must have executive ability and be strong on maintenance. Send resume including credit, character references, plus picture. Box 842E, BROADCASTING.

Two men phone 1st—Great Lakes area one combination for radio—other tv excellent opportunity to gain experience. Box 994E, BROADCASTING.

Chief, good maintenance—experienced announcer. Job security and respected spot in well-managed, conservative, sound operation. Ideal small Colorado community life. Box 131F, BROADCASTING.

Chief engineer for top flight am-fm operation in large market. Must be experienced with directional antenna, have good electrical education and ability to handle men. Box 188F, BROADCASTING.

Chief engineer/announcer, first class ticket, quality voice for 5000 watt quality operation in sunny Florida. Position available immediately. Box 214F, BROADCASTING.

Florida gulf coast, combination first phone, strong on tight board. Multi-station daytime affiliate. Salary based on ability, call WNUE, Ft. Walton Beach, Florida.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman for dominant middlewestern independent with experience in writing and delivering local news. You'll work with six mobile units. Box 961E, BROADCASTING.

Newsman midwest radio-tv operation has opening for sharp morning newsman able to handle both reporting and on-air work. Box 130F, BROADCASTING.

Immediate opening for local news editor and news director. Must gather, write, edit, produce and announce local news broadcasts. This is not a 40-hour a week job. Will only hire on basis of personal interview or tape. Maximum starting salary $110 to $115 a week. 1000 watt daytime station going 5000 watt immediately. Write WGHQ, Box 427 Uptown P. O., Kingston, N. Y.

RADIO

Situations Wanted—Management

General manager—18 years all phases radio and television—hard working 38 year old family man—heavy radio sales. Last six years manager/commercial manager same company. College degree-excellent references-west preferred. Box 895E, BROADCASTING.

General manager available due to station sale. Fifteen years experience includes every department. Nine years full management small-medium competitive markets. Family man in mid 30's. Excellent references. Box 918E, BROADCASTING.

General manager. Northeast only. Know all phases of radio—if you're looking for a hard worker and producer, I'm your man. Box 942E, BROADCASTING.

California broadcasters. Top caliber manager-sales manager now operating successful midwest station desires challenging opportunity. Sincere, responsible family man with ability to offer you an efficient, profit-making progressive station. Investment opportunities considered. Box 991E, BROADCASTING.

Versatile, young, family-man. 9 years experience, management, sales, program dir. play-by-play, morning show personality. Looking for responsible position with profitable future any phase radio-tv. Will reply to all inquiries, prefer Virginia, Carolinas, Florida. Box 126F, BROADCASTING.

Station sale imminent. 39 year old general-sales manager available shortly after June 1st. Top record, top references, 20 years experience. Desire personal interview. Box 162F, BROADCASTING.

Offering 10 years experience all phases radio to growing organization. Currently earning $8,000 in sales. Desire managerial position. Box 203F, BROADCASTING.

Have $4000—Aggressive salesman 6 years experience plus sports, news, dj—25—married. Desire interest in small market station. All replies confidential. Box 204F, BROADCASTING.

Efficiency consultant . . . Expert on problem or new stations. Will find the weak points of your property and set it as an efficient, well-organized operation. 12 years experience in radio programming, sales, effective administration. Period of consulting will be mutually decided upon evaluation. Available in 3 weeks. Write Box 205F, BROADCASTING.

Owners, losing money . . . want to retire without worry. This management, sales, production team changes loss to profit. Will manage your station into money maker. Made present station number one, increased billing over 150%. Seek profit sharing agreement with owner, with option to buy all, or part. Replies confidential. Box 211F, BROADCASTING.

Excellent radio background dates back 19 years, licensed, family man. Box 218F, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Radio executive. Twenty years experience all phases. Have ability, initiative, experience, education. Available immediately. Box 220F, BROADCASTING.

Assistant manager, administrative assistant, program manager, other executive. 13 years experience radio-tv. Familiar current industry, labor and government matters. Trouble shooter. Now operations manager major market 50 kw. 28, family. Box 225F, BROADCASTING.

Texas—Native son, age 31, left lone star state three years ago to manage metropolitan station elsewhere. Outstanding record. Best Texas trade references. For details write Box 226F, BROADCASTING.

General manager—Fully experienced in all phases of radio in competitive market. Stable, family man, age 33. Ten years radio, six-management. Box 237F, BROADCASTING.

Sales/management: Fifteen years management and sales management experience; four stations, top markets, with figures to substantiate my billing record of 40 to 50% of station gross—available. No phony—available because my station sold. Desire your interview at convention. My industry references attending. Contact this box. Box 242F, BROADCASTING.

Looking for station wishing to improve its ratings. 12 years experience. Employed top station-major market. Opportunity, location as important as money. Box 254F, BROADCASTING.

Manager-program manager-radio-tv. Strong sales and programming, six years network tv producer-director. Local and regional sales. No genius, but hard worker with thorough knowledge of broadcasting. Box 258F, BROADCASTING.

Profit-minded manager looking for the opportunity of managing your station. Prefer one or two station market in midwest. 8 years sales experience. Box 259F, BROADCASTING.

Small market manager. Experienced all phases announcing. Civic minded. Top references. Will consider #2 spot. Tv experience, announcing, directing. Available immediately. Warren Hewitt, Beardstown, Illinois.

Sales

June graduate with B.S. degree seeking sales position in New England. Experienced in production, announcing, and some sales. Top references. Box 979E, BROADCASTING.

Straight commission closer billing $800 week. Needs larger midwest market. Box 176F, BROADCASTING.

Experienced, personality dj. College grad, married, will also sell, write copy. Box 223F, BROADCASTING.

Man Friday, $ales, copy, production, air work, management and $ales, $ales, $ales, experienced, record in $ales, no booze, permanent, resume and tape . . . Box 236F, BROADCASTING.

Experienced sales-announcer wants permanent location good sales—strong on news-sports, adult programming. Box 248F, BROADCASTING.

Man in early 30's now selling fulltime in New Mexico desire to relocate in California. Can do announcing and selling or do single. Have third phone—what have you. Contact Bob Lee, 2113 LaVeta Drive, N.E., Albuquerque, New Mexico. Telephone 256-4279.

Announcers

Veteran, 27, single, wishes start in radio, college student, available summer, sincere willingness cooperate work and learn all phases radio work, will send tape, commercials, news, comedy; picture. Box 901E, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Top radio personality for Connecticut, New Jersey, New York. Working now. Box 955E, BROADCASTING.

Colored announcer dj—fast board, news, broadcast school grad. Rock, pop or jazz. Family man. Box 967E, BROADCASTING.

Top rated, personality, dj. College, experience, first phone. Give complete details. Box 998E BROADCASTING.

Energetic young announcer wishes to relocate in metro market with swingin' station. Married . . . education . . . experienced in dj shows (all types music); news; sports play-by-play; personal appearances. Box 729E, BROADCASTING.

Experienced radio personality ready to move to major north-eastern market. Want adult operation dedicated to programming in the public interest. Box 124F, BROADCASTING.

Need a good, smooth, first phone morning man? Ten years experience. $110. for forty hours. Box 179F, BROADCASTING.

Beginner with potential seeks announcing position. Slight experience, trained voice, broadcasting school. Some college, third phone. Box 183F, BROADCASTING.

Six years staff experience, country and pop. Thirty. Been present station two years. Hard worker, dependable. Would like to work 50 or sixty hour week, with commensurate pay. Prefer New York area or California, but will consider anything. Native Texas. Box 187F, BROADCASTING.

First ticket . . . five years experience . . . top news and play-by-play sports . . . can handle dj shows, sales, copywriting . . . most versatile, capable, hard working. Stable, married, veteran . . . three years on present job. Feel stalemated, frustrated and ready to make good move with future. Money important, but not sole consideration. Request management be sincere, honest in reply. Box 189F, BROADCASTING.

Here's your summer man: Experience on 50 kw network operation (including tv) and AP bureau radio desk. Presently on 5 wk top 40. Prefer Iowa, midwest. Let's trade—superior work for senior year tuition. Box 190F, BROADCASTING.

Former WNEW, New York and KSFO, San Francisco staffer, now freelancing Hollywood, wishes return to major station deejay or newscasting. Box 194F, BROADCASTING.

2 experienced announcers ready to move to better position, alone or together. Tight board, dependable. Network station. Box 196F, BROADCASTING.

South! West! Negro announcer-dj. Ready to settle. Congenial, versatile, worker. Box 201F, BROADCASTING.

Ambitious adult morning man now sold solid desires opportunity for advancement and more money. Knows variety and bright listenable music. Mature commercial approach, strong newscaster. Six years radio, year tv. Family—veteran. Include pertinent details. Florida or Virginia into northeast. Box 210F, BROADCASTING.

Middle-of-the-road deejay seeks middle market (15-50,000) in midwest. 3 years experience. Permanency desired. Box 213F, BROADCASTING.

Bud Baldwin, professional blabbermouth and dj on WHIO and WING, Dayton, Ohio for 20 years. Would like to make change. Box 215F, BROADCASTING.

Sports director nine years experience play-by-play. Finest references. Box 216F, BROADCASTING.

Has experience plus ratings and references now employed; wants greener pastures. Tape, resume on request. Box 219F, BROADCASTING.

Rated # 1 in major N. E. market. Fast-paced dj desires relocation mid-June. Tight production, copy. Young, ambitious, willing to learn your way. Box 260F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Versatile dj, experienced large suburban market. Can build strong following. Desires connection with good originator. Box 233F, BROADCASTING.

Announcer-dj experienced, married, want to settle down, bright sound. Good, tight board, willing to relocate. Box 234F, BROADCASTING.

Experienced, quality announcer, progressive station, not afraid to "create sound." $110 minimum. Box 235F, BROADCASTING.

Quality announcer-dj—strong news, experienced, college grad, young, ambitious, sincere. Box 240F, BROADCASTING.

Serious or good music stations: 7 years experience pd-announcer-news. Excellent references. Locate New England. Tape-resume. Box 244F, BROADCASTING.

Negro announcer, personality . . . good popular music . . . can make money for your station. Experienced . . . pleasant style . . . good production . . . versatile . . . travel. Box 246F, BROADCASTING.

Available now! Top 40 personality dj—highest rating: 52.1. Resigned after two years with top chain. Box 250F, BROADCASTING.

Announcer-dj. Young man with musical background and fine personality, something radio needs, seeks employment with a "live" station. Resume, tape, picture available. Box 257F, BROADCASTING.

Announcer. 3½ years Chicago. Any location now. Bass voice. Contact Lou Vale, Crawford 7-8169, Chicago or Box 200F, BROADCASTING.

Announcer with 1st phone seeks employment in southern college or university town. Some experience with availability now. Contact John T. Archer, 6023 La Vista, Dallas, Texas. TA 6-3620.

Negro announcer—experienced, 30, married, smooth delivery, travel anywhere. Julius Gray, 5618 Wabash, Chicago, Illinois, Butterfield 8-8530.

Peter Gunn? No, Duane Gunn! Young, married, dj-announcer wants to settle down. 4733 Burchfield, Lansing, Michigan, Tel. No. 88-29725.

Look—experienced announcer with 1st phone, 26, college, stable family man. Recent experience, maintenance, production, copy. Want some sales. Seek an adult-minded station, no hysteria, no rock. Available now for a station in the west. Hamilton, Box 3961, Carmel, California, MA 4-6553.

Sports announcer, 3 years experience, play-by-play. Well rounded in all phases of radio, runs own board, any location. George Hedges, c/o Mrs. Wileman, 3401 N. Marshfield, Chicago, Illinois.

Announcer, first phone, combo man, experienced. Will locate anywhere. Paul E. Kidd, Jr., 1926 Palm Grove, Los Angeles, California.

Announcer-dj, tight format, good on news, will travel. Emmett Ramsey, 110 Chestervill, Av., Cardington, Ohio.

Does eastern fm station need experienced announcer, specializing in well paced, listenable jazz shows—thoroughly familiar with classics. 35 years old, married, dependable. References. Bob Shields, 24 Grove St., New Milford, Conn., ELgin 4-4563.

Technical

Do you want your engineering department backed by benefit of 25 years construction, maintenance, operation from one to fifty kilowatts? Florida chief engineer desires to join engineering department of progressive growing Florida station as head or staff. Box 117F, BROADCASTING.

First phone, experienced in am, fm & tv. Excellent references. Maintenance—primary. Box 193F, BROADCASTING.

Situations Wanted (Cont'd)

Technical

Experienced 1st phone announcer desires to improve engineering. Available immediately—call C. F. at CH 6-3541, 507 Mills, Bainbridge, Georgia.

First phone disc jockey with plenty of engineering experience. Music and news. Chief engineer experience. Bachelor, have car. $100 per 40 hour week. Write or wire: Downie, Box 151, Milford, Delaware.

Chief 7 years experience, good announcer. Directional experience. Lousy references, but finally got divorce. Looking for a break good man in right operation. "Engineer," 281 Webb St., South Plainfield, N. J. PL 7-0360.

Summer position in northwest by CREI student. First phone, experience: studio and transmitter 10 kw DA. Fred Klimes, 7835 16th St., N.W., Washington 12, D. C. RA 6-8563 after 7:00 p.m.

Situations Wanted (Cont'd)

Technical

Recent 1st phone desires first position as engineer. George Warner, 694 W. 10th, Eugene, Oregon.

Production—Programming, Others

Announcing school and college grad seeks start in radio news-gathering, writing, broadcasting. Box 145F, BROADCASTING.

Proven to be the finest in programming and promotion, experienced. Best references. Box 181F, BROADCASTING.

Energetic professional programming, production and performing team seeking slot with forward-looking, paying operation in important market. Together or separate. Box 182F, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ **Bill**

Situations Wanted (Cont'd)

Production—Programming, Others

Fine arts program director/announcer seeks larger city and opportunity for creative expression. Mature voice—extensive serious music background—8 years experience. Box 185F, BROADCASTING.

Now pd. Want to advance to news and programming. Willing worker. Salary open. Prefer small/medium market. Available now for best offer. Adult music. Box 192F, BROADCASTING.

Award-winning news director wants to relocate in a major market. 14 years experience. Box 207F, BROADCASTING.

P.D. No. 1 station in competitive midwestern market, college degree, major market experience all phases, highest references. Seeks responsible organization with future for hard working dedicated broadcaster. Box 209F, BROADCASTING.

Attention Texas and southwest. Triple award winning news director with successful sales record also announce. Ultimate goal-manager-owner. Will accept nominal salary for opportunity with solid future. Available now. Box 222F, BROADCASTING.

Continuity, promotion, strong production. Young man, 6 years broadcast/advertising experience. Strong addition to your staff. Samples, details on request. Box 224F, BROADCASTING.

News editor—reporter. Ten years covers writing, editing, reporting, producing. Seeking major market east of Mississippi. Excellent references. Tape. Box 227F, BROADCASTING.

Copywriter: Employed small town fellow, Minneapolis trained, wants to write and produce copy in corn or cotton belt town. No tv. Box 228F, BROADCASTING.

Present program director and air personality with fourteen years experience, seeking a more challenging market. Nothing fast-paced. Personal, sincere approach. Family man. Box 241F, BROADCASTING.

Mr. manager—Need professional help modernizing production and programming? This talented team ready! Together or separate. Major markets. Box 253F, BROADCASTING.

Experienced newsman. Employed top station-big market. 12 years experience radio-tv. A pro. Box 255F, BROADCASTING.

Skilled copywriter and woman broadcaster with 16 years experience in writing, production, broadcasting, women's programs, desires position in radio or tv combining copy or production with some broadcasting. Box 554, Ketchum, Idaho.

Wanted position in news department in major midwestern market. Past 18 months news director of small metro station—want larger radio and/or tv. Young, college, experienced in gathering, writing and airing. Dell Richards, 8728 Newton Drive, Overland Park, Kansas. NIagara 2-5982.

World's best male traffic manager wants change. Insurmountable problems my specialty. If you can afford the very best, write Box 308E, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Combination announcer-director. Strong on announcing and appearance. $80 base. Eastern United States. Send tape, photograph, and resume. Box 103F BROADCASTING.

Announcer/cameraman wanted by No. 1 tv station in Las Vegas, Nevada. Must be versatile, all-round production man, strong on voice and production ability. Send tape, photo, and resume first letter. Immediate opening. Address: KLRJ-TV, Box 550, Las Vegas, Nevada.

Help Wanted—(Cont'd)

Technical

Wanted: One transmitter operator and one transmitter maintenance engineer for mountain top operation. Engineer must be familiar with GE equipment. Send resume to Chief Engineer KMSO-TV, 340 West Main, Missoula, Montana.

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

We need an experienced man for general maintenance—channel 11 RCA transmitter, studio camera, control room, projection room, and microwave links. You will have help and supervision and will be oriented in the job but will not be trained. No watches. Asst. chief for the right man. $125.00 per week. Also control room operator, 1st phone, no experience, $86.42, 44 hours. R. W. Caughey, WINK-TV, Fort Myers, Florida. Phone EDison 4-1131.

Qualified engineer with considerable experience in building tv stations to erect Channel 21 in California and remain on staff as chief. Excellent pay and climate. Available June 1. Send qualifications and referrals to: Harold Gann, 2300 So. Union, Bakersfield, California.

Production—Programming, Others

Promotion manager, man or woman, wanted by area's number one television station, medium size southeastern market. Qualifications: Take charge station's promotion department, including on the air, newspaper, billboards, and above all, market and station promotion including market research and preparation of market and station sales presentations. If you have the ideas, and the follow through, this is the place for you. Working conditions and employee benefits excellent. Please send resume, salary requirements and photo. Box 899E, BROADCASTING.

Art director—Southeastern capital city vhf seeks man experienced in television art to assume responsibility for all art work, scenic design and to direct photographer. Must be creative and ambitious. Attractive company benefits, pleasant working conditions at multiple ownership station. Please submit resume, recent photo, references and salary requirement to Box 992E, BROADCASTING.

Top photo journalist with at least five years experience all phases of newsfilm and stills for aggressive news station in major midwest city. Good future and pay for mature, talented go getter. Send photo and background to Box 229F, BROADCASTING.

Half-time television news instructor needed, beginning September. Can take graduate work. School of Journalism, University of Iowa. Iowa City.

TELEVISION

Situations Wanted—Sales

Experienced tv sales manager, top billing, with outstanding record and best of references. Desire association with station offering opportunity for advancement to sales manager, or will fill sales manager opening now. Box 177F, BROADCASTING.

Announcers

Started green as booth announcer two years ago. Am now continuity director and leading personality in medium market. Bursting to get into large market or chain where I can grow. Prefer northeast, but location secondary to future. Box 180F, BROADCASTING.

Thoroughly experienced tv staff man commercials and news. Seeks move. Box 115F, BROADCASTING.

Situations Wanted (Cont'd)

Technical

Recent tech grad first ticket, interested in learning tv transmitter operation or maintenance. Permanent position desired, sober, dependable. Far western states area or will relocate anywhere. Box 195F, BROADCASTING.

West or west coast. AM, fm, tv. Experienced: Standard vhf, DuMont, uhf, maximum power transmitters; Sarkes microwave; RCA, Gates am transmitters. First phone, genuine work horse on maintenance. Age 31. Box 208F, BROADCASTING.

No United Nation's diplomat but have put out many brushfires worldwide for television broadcasters. All phases. Planning, installation, start up, proofs, and operational instruction. Desire position broadcasting or allied fields. Foreign or domestic. Contact Box 245F, BROADCASTING.

Production—Programming, Others

Producer-director—Immediate availability. 7 years same company. Do one-man board, familiar all phases. Top references, high credit and no drifter. Want organization with future. Box 848E, BROADCASTING.

Promotion—all phases. Strong on copy; good on layout; great on ideas! Will head up small station's department—or work well as number two man in larger operation. Write for fact-filled resume. Box 175F, BROADCASTING.

Started green as booth announcer two years ago. Am now continuity director and leading personality in medium market. Bursting to get into large market or chain where I can grow. Prefer northeast but location secondary to future. Box 180F, BROADCASTING.

Editor-Been away, want back. Radio or tv, news or sports. Gather, write, edit, some photography. Journalism graduate, limited experience. Prefer far west. Employed, available July 1. Box 202F, BROADCASTING.

Looking for an energetic young man capable of handling all phases of tv production? I'm your man. 4½ years experience in directing and producing. Resume and references excellent. Box 249F, BROADCASTING.

News director. On-camera, legislature, special events, SOF, 12 years. Box 252F, BROADCASTING.

FOR SALE

Equipment

GE 3 kw fm transmitter, presently set for operation at 1500 watts. 250 watt driver in excellent condition. Amplifier ready to go at 1500 watts. Simple conversion to full 3 kw. Can be multiplexed. Complete for $1500.00. Box 230F, BROADCASTING.

Rust remote control system, Series E. 5 years old; good condition. KATI, Casper, Wyoming.

Used RCA-4C amplifier, Gates 6 position mixer, 4 Collins 6B pre-amps., 2 Collins 409C power supplys, $75.00. WNLC, New London, Connecticut.

Tower—immediate delivery—Utility heavy duty 185′ with lighting kit—dismantled—ready for shipment. WOKJ, Box 2667, Jackson, Miss. FL 4-4096.

Transmitter and towers . . . get on the air $750 down! Will finance rest over 5 years. Good western 1 kw and 180′ galvanized type 300 heavy Windcharger tower, dismantled. Also 180′ lighter tower dismantled in Louisiana for $600. Gordon Allen, 533 Lincoln South, Salem, Oregon.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

AM, FM, TV terminal equipment including monitors, 5820, 1850A and power amp. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

FOR SALE

Equipment—(Cont'd)

New! 2000MC microwave receivers. 11MC bandwidth. Includes 6′ dish. $595.00! Electrosales, 2510 You Street, Sacramento, California.

Will accept best offer for one 600 ft. and two 175 ft. guyed towers, standing. Immediate removal of towers and foundations required. Write Paul Cram, 1028 Stumpf Blvd., Gretna, Louisiana or call New Orleans, FOrest 1-2224.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Rigid transmission line, Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Experienced radio man desires small profitable station in the mid-south. Correspondence confidential. Box 900E, BROADCASTING.

Experienced radio man would like to purchase profitable radio station in the mid-south. All correspondence confidential. Box 116F, BROADCASTING.

Experienced California radio man has backer, wish to purchase station. Any size market considered. Replies confidential. Box 212F, BROADCASTING.

Experienced broadcaster desires participating ownership or lease-purchase of west coast CP or station. Box 217F, BROADCASTING.

20-30 M available to purchase working interest in small station. 15 years experience. Director operations local N.Y.C.—tv station, staff CBS and NBC. Desire N.Y., N.J., Conn. area. Box 232F, BROADCASTING.

Equipment

Used Schafer model 1200-GMA automation system playbacks; preparation and control unit. Box 139F BROADCASTING.

FM transmitter 3 or 5 kw and associated equipment such as coax, antenna bays, monitors, etc. Must be in A-1 condition. Send full particulars to Box 167F, BROADCASTING.

Presto radius equalizer, type 161A to fit 6N table. Please advise prices and condition. Box 184F, BROADCASTING.

FM station frequency modulation monitor. Please advise best cost. Box 221F, BROADCASTING.

200, 300, 400 ft. steel towers heavy duty. Telechrome sweep generator, stabilizing amplifiers. Western Microwave, Box 691, Livingston, Montana.

Used tv station equipment. VHF. With remote telecasting equipment, if available. Top prices. Columbia Electronics, 4365 West Pico Blvd., Los Angeles 19, Calif.

INSTRUCTIONS

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gilliham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 21. August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for first phone. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

BUSINESS OPPORTUNITY

Capital wanted ($60,000) to establish music/radio programming trade magazine. Market ready. Active participation welcomed. Box 186F, BROADCASTING.

MISCELLANEOUS

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592. Huntsville, Alabama.

Commissionable rates wanted! Radio, television. Evangelisitic churches individually pay station. After collection station pays Gospel Broadcasters-Telecasters, Schell City, Missouri.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for radio performers! Not just lines but material tailored for deejays. "Deejay Manual," a complete gagfile sampler of "radio" comedy. $5.00—Show-Biz Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

RADIO

Help Wanted—Management

SALES EXECUTIVES *WANTED*

Community Club Awards, prestige radio and TV promotion, realigning territories. Openings: Northwest, Inter-Mountain area, Midwest, Southwest and Ohio-Kentucky area. Full time travel, home weekends. Training at New York office. $200 week advance 90 day trial. $7,500 salary plus commission thereafter. $25,000 + potential. Major medical, other benefits. Salesmanship, showmanship, poise, personality, good appearance a necessity. Performance applicants CCA station experience. Detailed resume, pix first letter. Personal interview at NAB Convention, Mayflower Hotel, Washington, D. C.; or Box 537, Westport, Conn. Phone CApital 7-0841.

Announcers

ANNOUNCER-PRODUCER

With heavy top forty, formula background who wants to try hand with better programming for adult-oriented station in major midwestern market of 750,000. We'll need your resume, picture, and tape on first reply. Salary open. Professionals only need apply.

Box 953E, BROADCASTING

Production—Programming, Others

PERSONALITIES

Move up to Top-Rated station in Top 20 market. We need two experienced personalities. Must have mature voices. Send picture, resume, tape to:

Box 206F, BROADCASTING

NEWS DIRECTOR

Top quality authoritative voice, experienced writer and reporter. Must be able to write and air editorials and commentary. Adult programmed station in major midwestern market of 750,000. Salary open. Send complete resume, picture, tape immediately. Very fine opportunity.

Box 952E, BROADCASTING

RADIO

Situations Wanted—Announcers

MORNING PERSONALITY

Highest rated of all shows in top 30 market. No 1 without raunchy music. Voice-track inserts, comedy bits, a happy show. Major markets *only*.

Box 191F, BROADCASTING

FOR SALE

Equipment

STOP—LOOK (inspect)—and ORDER your MOSELEY Model SCG-2 Subcarrier Generator for FM multiplexing. On display at BOOTH 35B, NAB Convention or write for Bulletin #203.

MOSELEY ASSOCIATES

4416 Hollister Ave. P. O. Box 3192
Santa Barbara, California

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

EMPLOYMENT SERVICE

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE

School

FOR SALE
ANNOUNCER'S SCHOOL

East Coast major market. Money Maker. Working announcers as instructors. Good enrollment; can be expanded. Now running absentee. Member Better Business Bureau, Bd. of Trade, etc. $35,000 cash required.

Box 983E, BROADCASTING

STATIONS — FOR SALE

SOUTHERN OHIO

Major market, outstanding daytime facility. $130,000. 29% down. Qualified principals only.

Box 898E, BROADCASTING

Group wishing to purchase radio stations interested in joining experienced operator manager who would like to expand.

Box 147F, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida

W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

Ala	medium	fulltime	$ 65M	22dn
Ariz	metro	regional	300M	29%
Calif	small	1kw-D	175M	29%
Fla	medium	fulltime	175M	29%
Ga	single	fulltime	175M	29%
Ind	single	regional	125M	cash
Idaho	medium	daytimer	90M	29%
Iowa	single	fulltime	87M	25dn
La	metro	fulltime	315M	29%
Miss	single	daytimer	40M	15dn
N.C.	medium	fulltime	150M	terms
N.Y.	single	fulltime	48M	cash
N.D.	medium	daytimer	90M	29%
Ohio	single	daytimer	120M	29%
Ore	medium	fulltime	117M	terms
S.C.	single	daytimer	75M	20dn
Tenn	single	daytimer	65M	29%
Texas	metro	daytimer	225M	terms
Va	single	daytimer	80M	25dn
Wash	metro	daytimer	100M	29%

And Others

NAB Convention, Sheraton Park, Suite B-123-5

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

2 BROADCASTING STATIONS

For sale in large city. Inquire at GUARANTEE RADIO BROADCASTING CO., 1314 Iturbide St., Laredo, Texas.

GUNZENDORFER

LAS VEGAS. $100,000 with *$29,000* down for adult daytimer with F.M. grant. "*A GUNZENDORFER exclusive.*"

ARIZONA. $65,000 with *$10,000* down and easy payout for 500 watt daytimer. "*A GUNZENDORFER exclusive.*"

CALIFORNIA. *$31,900* down for 1 KW daytimer. Asking $110,000.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

Tex. major $200,000—Tex. fulltime medium $160,000—Tex. regional $60,000—Georgia major $225,000—La. major $97,500—La. medium fulltime $85,000—Miss. fulltime $50,000—Miss. day $45,000—Alabama major regional $275,000—New Mex. fulltime regional $300,000—Virginia major $215,000—Fla. major $240,000—Fla. 5 kw $225,000—Fla. medium 5 kw $195,000—Fla. regional $160,000—Fla. medium 1 kw $135,000—Fla. secondary $125,000—Fla. major 1 kw $120,000—Fla. small $50,000—Southern major TV-Radio $4,000,000. Others! PATT McDONALD, Box 9266, GL 3-8080, AUSTIN, TEXAS.

STATIONS FOR SALE

Suite F-350-2
Sheraton Park Hotel

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results
You Can't Top A
Classified Ad
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 162

other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at *the studios or general offices* of one of the television broadcast stations carrying the program.

(h) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or, where it will serve the requirements herein, the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

(i) Commission interpretations in connection with the foregoing rules may be found in the commission's public notice entitled "Applicability of Sponsorship Identification Rules" and such supplements thereto as are issued from time to time.

Following are recent examples of FCC interpretations of above rules:

■ An automobile manufacturer or dealer furnishes to a producer of television programs a number of automobiles with the understanding that the producer will use them, or some of them, in some of his programs which call for the use of automobiles; and that the automobiles may be used for other business purposes in connection with the programs, such as transporting the cast, crew, equipment and supplies from location to location or transporting executive personnel to business meetings in connection with the production of the programs. There is no understanding that there will be any identification on the television programs beyond an identification which is reasonably related to the use of the automobiles on the programs. No other consideration is involved. Under such uses, no announcement is required.

■ (a) A hotel permits a program to originate from its premises and furnishes hotel services, such as room and board, for cast, production and technical staff, and also furnishes other elements for use in connection with the programs to be broadcast, such as electricity and cable connections, free of charge, and with no other consideration. There is no understanding that there will be an identification of the hotel on the program beyond that reasonably related to the use made of the hotel on the program. No announcement is required.

(b) If the hotel pays money or furnishes free or at a nominal charge any services or items which are not for use on or in connection with the program (e.g., furnishing free or at a nominal charge room and board for the producer for any period of time not related to the production of the program at the hotel site), an announcement is required.

■ Does Sec. 317 as amended on Sept. 13, 1960 apply to programs or portions of programs produced or recorded prior to Sept. 13, 1960?

No, unless valuable consideration was provided to a broadcast station (rather than to a producer or other person) for the program or the inclusion of any program matter therein and the program was broadcast after said date.

■ A station broadcasts spot announcements which solicit mail orders from listeners. The sponsor is merely referred to in the announcements and in the mail order address as "Flower Seeds" or "Real Estate" or "the Record Man." Such a reference to the sponsor of the announcements is insufficient to constitute compliance with the Commission's sponsorship identification rules because it is limited to a description of the product or service being advertised. The announcement requirement contemplates the explicit identification of the name of the manufacturer or seller of goods, or the generally known trade or brand name of the goods sold. (See commission notice entitled "Sponsor Identification on Broadcast Stations," FCC 50-1207, 6 R.R. 835).

■ A station broadcasts "teaser" announcements utilizing catch words, slogans, symbols, etc., designed to arouse the curiosity of the public by telling it that something is "coming soon." The sponsor of the announcements is not named therein, nor is any generally known trade or brand name given, but it is the intention of the station and the advertiser to inaugurate at a later date a series of conventional spot announcements at the conclusion of the "teaser" campaign. Announcements of this type do not comply with the Commission's sponsorship identification rules. All commercial matter must contain an explicit identification of the advertiser or the generally known trade or brand name of the goods being advertised. (See Memorandum Opinion and Order In the Matter of Amendment of Sec. 3.119(e) of the commission's rules, FCC 59-939, 18 R.R. 1860.)

■ A station carries an announcement (or program) on behalf of a candidate for public office or on behalf of the proponents or opponents of a bond issue (or any public controversial issue). At the conclusion thereof, the station broadcasts a "disclaimer" or states that "the preceding was a paid political announcement." Such announcements *per se* do not demonstrate compliance with the sponsorship identification rules. The rules do not provide that either of the above-mentioned types of announcements must be made, but they *do* provide in such situations that an identification be broadcast which will fully and fairly disclose the true identity of the person or persons by whom or in whose behalf payment was made. If payment is made by an agent, and the station has knowledge thereof, the announcement shall identify the person in whose behalf such agent is acting. If the sponsor is a corporation, committee, association or other group, the required announcement shall contain the name of such group; moreover, the station broadcasting any matter on behalf of such group shall require that a list of the chief officers, members of the executive committee or members of the board of directors of the sponsoring organization be made available upon demand for public inspection at the studios or general offices of the station.

■ Must the required sponsorship announcement on television broadcasts be made by visual means in order for it to be an "appropriate announcement" within the meaning of the commission's rules?

Not necessarily. The commission's rule does not contain any provision stating whether aural or visual or both types of announcements are required. The purpose of the rule is to provide a full and fair disclosure of the facts of sponsorship, and responsibility for determining whether a visual or aural announcement is appropriate lies with the licensee.

■ (a) A trade association furnishes a television station with kinescope recordings of a Senate committee hearing on labor relations. The subject of the kinescope is a strike being conducted by a labor union. The station broadcasts the kinescope on a "sustaining" basis but does not announce the supplier of the film. The failure to make an appropriate announcement as to the party supplying the film is a violation of the commission's sponsorship identification rules dealing with the presentation of program matter involving controversial issues of public importance. Moreover, the commission requires that a licensee exercise due diligence in ascertaining the identity of the supplier of such program matter. An alert licensee should be on notice that expensive kinescope prints dealing with controversial issues are being paid for by someone and must make inquiry to determine the source of the films in order to make the required announcement. A station which has ascertained the source of kinescopes is under an additional obligation to supply such information to any other station to which it furnishes the program.

(b) Same situation as above, except that the time for the program is sold to a sponsor (not the supplier of the film) and contains proper identification of the advertiser purchasing the program time. An additional announcement as to the supplier of the films is still required, for the reasons set forth above.

(c) Same situation as in (a) and (b), above, except that only *excerpts* from the film are used by a station in its news programs. An announcement as to the source of the films is required.

■ A church group plans to film the proceedings of its national convention and distribute film clips "dealing with numerous matters of profound importance to members of (its) faith" in order to "disseminate to the American people information concerning its objectives and programs." The group requests a general waiver under sec. 317(d) of the Communications Act so that it need not "waste" any of the short periods of broadcast time donated to it by making sponsorship identification announcements. In the below-cited case, the commission did not grant such a waiver because of the absence of information indicating that the subject matter of the clips was not controversial and because the alleged "loss" of a few seconds of air time was not of decisional significance vis-a-vis congressional and commission policy relating to issues of public importance.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING May 4

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,531	43	132	802
FM	794	72	200	123
TV	486[1]	56	86	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING May 4

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

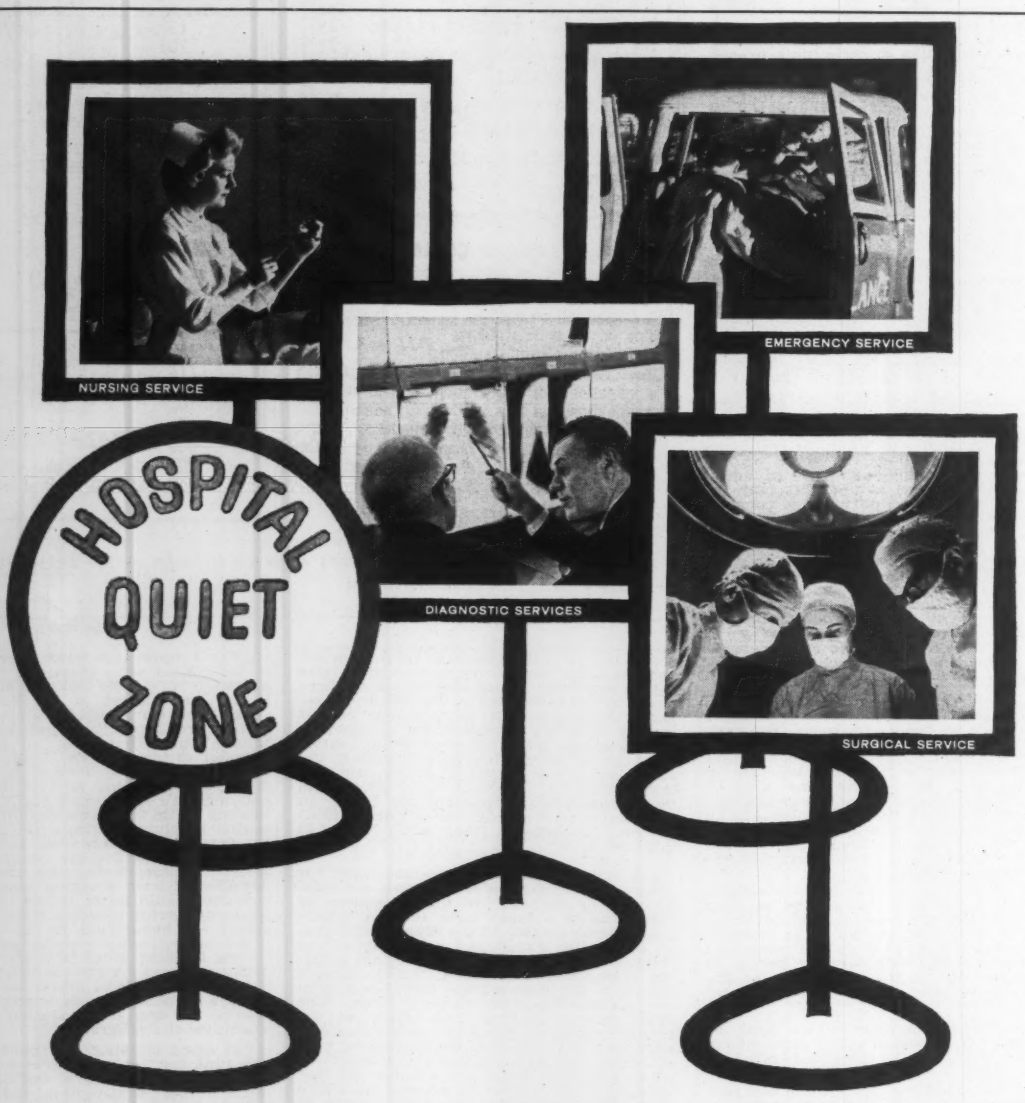
COMMERCIAL STATION BOXSCORE

Compiled by the FCC (March 31, 1961)

	AM	FM	TV
Licensed (all on air)	3,530	791	486[1]
Cps on air (new stations)	31	65	55
Cps not on air (new stations)	150	206	89
Total authorized stations	3.711	1,062	641
Applications for new stations (not in hearing)	560	71	25
Applications for new stations (in hearing)	196	24	54
Total applications for new stations	756	95	79
Applications for major changes (not in hearing)	510	57	35
Applications for major changes (in hearing)	208	4	16
Total applications for major changes	718	61	51
Licenses deleted	1	0	1
Cps deleted	1	3	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

NOTICE TO EDITORS — For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



DO YOU KNOW WHAT YOUR HOSPITAL OFFERS YOU?

To all of us, a hospital is a familiar and reassuring landmark—a place we know we can depend on when we're sick or injured.

One out of eight of us requires hospital care every year. This means that our hospitals have a heavier load than ever before—their staffs busier—their problems more complex.

But many of us do not know what hospitals are really like. It is remarkable how they manage to run so smoothly and efficiently 24 hours of every day and are able to provide such a wide variety of skills and services under one roof.

Our hospitals need your help and support. During National Hospital Week—May 7th to 13th—visit and talk to the people who run your hospital. Ask if there is a volunteer job you could do.

A good, modern hospital is vital to the health of your community. Support it in every way you can. Every hospital—large or small—becomes a better hospital with your support.

Metropolitan Life
INSURANCE COMPANY
A MUTUAL COMPANY
1 MADISON AVE., N. Y. 10, N. Y.

OUR RESPECTS to John Lawrence Perry, NAB

An 'extra mind' for researching, writing, analyzing

One of the most active figures at the NAB convention will be one of the least visible to delegates.

"Just call me an adjunct," said John Lawrence Perry, assistant to NAB President LeRoy Collins.

John has absolutely no official role at NAB or at the convention. But there's little of importance that happens without the benefit of his background participation.

Any attempt to block out John Perry's job at NAB on a corporation structural chart will end up with some sort of a dotted line leading sideways into a floating box that merely says "John L. Perry, assistant."

But any attempt to belittle the importance of his work would seriously distort the facts of NAB life. Perhaps the best explanation is given by Gov. Collins: "He serves as my personal assistant but not in an administrative staff capacity. He gives me an extra mind for researching, writing and analyzing. He observes meetings I cannot attend and serves importantly as my liaison when necessary."

In The Middle ▪ And where does this leave John Perry? Right in the middle of just about everything of a policy-level nature that happens around the association's Washington headquarters —the only staff executive with an across-the-board interest.

This youngish aide to Gov. Collins has just the right educational, professional and temperamental qualities for the job. He has an extensive scholastic background, experience in the niceties of politics and the gold-fish-bowl type of living inherent in Gov. Collins' career, and an extraordinary ability to listen patiently and to catch on in a hurry.

But John Perry's most valuable trait probably is his knack of listening with four ears—his and the Governor's. This is backstopped by five-years experience in the art and science of acting as an extra mind, or adjunct, to this statesman turned trade association president.

John readily flashes a toothy smile that accompanies mild torrents of thoughts uttered in a husky monotone with the aid of homely but graphic figures of speech. "It's a problem of getting a foot in the dollar door," he will observe, hitting direct at a problem in the manner of the trained reporter—and he was well trained in journalism (master's degree in journalism at Northwestern U.).

He likes figures of speech, but he likes them technically above reproach. "That hind teat business just isn't so," he once observed. "Take a look at a cow and you'll see the most milk above the rear teats. The one who gets the hind teat is getting the best of the deal."

The Beginning ▪ Which is a long way off from the reasons for the presence of this youngish (aged 31) man at Gov. Collins' elbow. The Collins-Perry alliance began after the 1954 gubernatorial campaign in Florida. Reporter Perry, covering for the *St. Petersburg Times*, did a series of depth stories about LeRoy Collins and other candidates, using an intensive telephone technique to make his contacts. After the election, he covered the legislative session. Gov. Collins, impressed by this journalism, persuaded John to join his staff as an assistant for speech research. This job reached a peak in the 1956 campaign, when all the research and help provided by John was an important factor in the successful election.

As state problems developed more international aspects in the late 50's, John's job became broader in scope. Gov. Collins, for example, sent him to the UN as an observer during the Suez crisis. Then in 1959 John figured the governor, as chairman of the National Governors' Conference, and other U. S. governors should have a chance to see how Russia's provinces or republics are governed. The idea was a hit. Nine governors (and John Perry as well as other staff aides) explored Russia, going far into the interior.

That autumn John moved to New York as assistant to the president of Learning Resources Institute and Midwest Council on Airborne Television Instruction, non-profit, endowed organizations. There he launched two educational projects and then returned to Gov. Collins, who called him back in February 1960 to help in the conduct of national affairs.

Mr. Perry
He's just an 'adjunct'

Came the Democratic Los Angeles convention, and Gov. Collins became an internationally famous figure as permanent chairman. His skill on the convention rostrum had the benefit of extensive Perry research into the obligations and behavior patterns of past chairmen.

Reunion ▪ After the nomination, Candidate John F. Kennedy asked Gov. Collins to serve as chairman of the campaign speakers bureau. John Perry resigned to become consultant on the midwest etv airborne project at Purdue U. But when Gov. Collins was elected Oct. 10 to the NAB presidency, he sent for John and the team soon went into action again. John went to work at NAB Dec. 1; the governor was getting ready for his new post, but finished out his Florida term Jan. 3.

A native of Knoxville, Tenn., John was reared in Florida and attended the U. of Florida. He received his journalism degree at Northwestern U. in 1950, his master's a year later. After serving as a reporter in Buffalo, he returned to Florida via the *Tampa Tribune*, moving to the *St. Petersburg Times*. He holds several awards for reporting.

A neat dresser, he has a slumber-proof haircut—a sort of ultra-short crew job with a part and touch of curl. His cheeks are ruddy; they light up at any mention of Florida.

The combination of loyalty, patience in research, attentive listening, easy grasp of intricate problems, mastery of the written word and willingness to serve in anonymity equip John with the qualities needed by a swift-moving man of the Collins type.

Right now, with the advance preparation for the NAB convention out of the way, John is concentrating on the NAB reorganization plan. He's working closely with the governor's special consultant, Robert K. Richards.

It's not just a job for John. He can make a good deal more money elsewhere. But his NAB post has personal rewards and he is proud to be associated with broadcasting as a public service industry—even as an adjunct, as he puts it. In any case, he's an important adjunct. Don't underrate him.

This week

IT has become a habit to label each annual convention of the NAB as fraught with more problems and more dangers to free broadcasting than any preceding one. It is of course true that as broadcasting has grown so have its problems.

The 39th annual convention in Washington this week needs no rhetorical embellishments. It *is* the most critical in history.

Since the convention a year ago, a new President of the United States has assumed office and has established landmarks in his use of radio and television as well as in their proposed regulation. A new chairman has taken over at the FCC and has rushed pell mell into program control as part of a new era of crack-down regulation. A strong new association president officiates at the NAB and has some broadcasters wondering whether there are two FCCs.

These influential gentlemen will make their first appearances before an NAB convention. They espouse new philosophies conforming to the New Frontier. NAB's new president, LeRoy Collins, while on the other side of the regulatory fence, is a New Frontiersman in his concepts.

There will be interest aplenty for every broadcaster and every buyer of broadcast advertising. One cannot foretell what President Kennedy will say in his appearance today. It should be noted, however, that in his first 100 days in office he has said something newsworthy and germane to every group he has addressed, whether off-the-cuff or in a full-dress speech.

FCC Chairman Newton N. Minow, in his less-than-100 days in office, hasn't held back in word or deed. If his motive has been to frighten broadcasters he has succeeded to an alarming degree. He goes to bat both in a formal address on Tuesday and as the FCC's anchor man in the panel discussion on Wednesday.

Gov. Collins has telegraphed his punches in his advocacy of NAB-arbitrated "blue ribbon" programming, crackdowns on rating services and assumption of full control as spokesman for broadcasting, the networks notwithstanding.

Broadcasters will get their answers at first hand. It may be that nothing really happens at NAB conventions. But they do set the tone for the future—and for the NAB board which has plenary powers and meets again next month.

This week should start an agonizing reappraisal of life under the New Frontier and under a new kind of NAB president.

FCC-packing plan

THE plan sent to Congress by President Kennedy isn't a simple proposal to reorganize the FCC and thereby save time and money. It is a measure to pack the FCC and thus destroy its bi-partisan character, contrary to the clear intent of Congress.

The plan would vest in the chairman the power to assign commissioners and staff members as he sees fit. The chairman—any chairman—could pick a "division" or a panel of fellow commissioners who saw eye-to-eye with him on a policy matter of great significance. Newspaper ownership, or program controls, for example. It would make puppets of other commissioners.

Couple this authority with the requirement that the chairmen of all of the independent agencies report monthly direct to the President. What member of a commission interested in retaining his job would dare defy a chairman maintaining direct and consistent liaison with the White House and armed with the authority to assign whomever he likes to whatever he wishes?

If the administration is interested in saving time and money, it could better achieve the result by actually making the FCC a one-man body. It could name a single administrator and perhaps provide for a direct appeal to an appropriate court or a judicial body specializing in communications. With legalized one-man control, Congress would know whom to hold accountable.

Admittedly there are some desirable features in the plan. The Reorganization Act of 1949, however, provides that a plan must be accepted *in toto*. It cannot be amended. If Congress fails to act in 60 days from April 27, the plan will become effective.

We hope that Congress will veto Reorganization Plan No. 2 covering the FCC. It might indicate the kind of reorganization it would accept which should be one minus the provision that would make Charlie McCarthys of six of the seven commissioners. Then the White House could try again.

Toward hemispheric freedom

LAST weekend more than 100 delegates to the Inter-American Assn. of Broadcasters met in Washington preparatory to attending this week's NAB convention. They were not a happy group. They were pre-occupied with the Cuban debacle which saw free broadcasting snuffed out by Castro in the Communistic pattern.

The IAAB has been a militant voice in seeking to preserve the freedom and integrity of broadcasting in our hemisphere. Its membership is made up entirely of "American Plan" free enterprise broadcasters. Herbert Evans, president of Peoples Broadcasting Corp., is our IAAB delegate, having given freely of his time after succeeding Gilmore Nunn of Lexington, Ky., who for many years maintained liaison as a personal endeavor.

We have a common bond with the broadcasters of Latin America and of Canada. Their problems are our problems.

Among the delegates is Goar Mestre, whose CMQ radio and television networks were commandeered by Castro. Senor Mestre, a courageous broadcaster whose high principles won him acclaim, was a founder and former president of IAAB. We, along with all IAAB nations, look to the day when Senor Mestre and his family can return to a free, democratic Cuba to resume operations under the "Inter-American" plan of free enterprise.

Drawn for BROADCASTING by Sid Hix

"I said, 'Auntie, we've got a clever chief engineer who can fix your radio better than any old service man.'"

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

Working with many elements, the craftsman creates an object of beauty . . . as in this Chief's head dress. In the Industrial Piedmont, WFMY-TV has proven its ability to work with many elements to create greater sales and profits for you among 2.3 million customers who have 3.2 billion dollars to spend annually.

In the nation's 44th market*, depend on WFMY-TV to sell your customers . . . call your H-R-P rep today.

*Source: Television Magazine, 1960 Data Book

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